6/15/40


# BROADCASTING

## Broadcast Advertising

Vol. 18 • No. 12

JUNE 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

...00 the Year
... the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in Febr...


June 15 1940

OF BUSINESS ADMINIS... SCHOOL
Miami
University

RECEIVED
JUN 24
MIAMI UNIVERSITY
LIBR...

*"Wait'll you see the 1940 Iowa Radio Audience Survey!"*

● Please don't get us wrong, sir! We wouldn't *dream* of suggesting that the 1940 Iowa Radio Audience Survey could hold a candle to the lure of rustling silk, the flash of a well-turned bit of femininity!

But in its own way, the 1940 Survey—now almost off the press—*is* more than somewhat of an eye-opener. Covering 9,001 personal interviews—urban, village and farm—it's cover-to-cover full of indispensable facts . . . answers just about every question you could think to ask about radio listeners' habits in Iowa.

You'll find, for instance, station preferences—program preferences by sex, age group and educational status—influence of place of residence on specific program ratings—a startling comparison between newspapers and radio as a source for news—and a wealth of other information.

No other single source can give you as complete and accurate a picture of Iowa's radio families. Free copies will be ready for mailing in a few days. Get yours early by sending your request in NOW!

# WHO

## + *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

# MORE PROOF

## . . . that WMMN is your best salesman in the rich Monongahela Valley — a rich industrial Valley where several small markets = one Large market.

**The old saying "the proof of the pudding is in the eating" goes for radio stations, too. The proof of the sales potency of WMMN in this prosperous market is in the results obtained by those who are using this station.**

### As a matter of record we quote from the following typical examples:

**#1 Nursery**

From January 8th to January 31st, 1940, we received 3,640 orders for this nursery, all for later spring delivery.

Interstate Nurseries

**#2 Coffee**

One announcement on a WMMN live talent half-hour air show brought 5,372 post cards. This test resulted in a six month contract for one-half hour daily.

Betterton Coffee Company

**#3 Hot Cereal**

Advertiser says: (Quote)—We cannot refrain from telling you that WMMN is the surprise station of the nation to us. It has been the leading station in number of box tops returned for Coco-Wheats, including several 50,000 watters. Reserve same time and talent for this fall.

Little Crow Milling Company

**#4 Picture Service**

A ten minute program used only twelve days during Jan., 1940, brought 4,539 orders for photo enlargements.

Skrudland Photo Service

**#5 Live Chicks**

Orders from WMMN listeners for live chicks for this national advertiser totaled as high as 29,830 chicks in one day. Listeners had to send cash with order.

Sieb Hatcheries

**#6 Chick & Stock Food**

This advertiser wrote to us as follows: "Let me congratulate you on your 3,246 requests for the Purina Poultry Book. No other station has beat this fine record.

With your permission I would like to use your station as a builder-upper among the other stations we are using."

Ralston Purina Company

5000 Watts Day
1000 Watts Night

# WMMN

A Columbia Station
FAIRMONT, W. VA.

**Represented in all markets by JOHN BLAIR COMPANY**

# COLONIAL NETWORK SUPPLIES VITAMINS

## COVERAGE AND SALES

JUST as the home town doctor knows his people and has their confidence and loyalty, so do the 18 stations of The Colonial Network have the friendship of folks in the important home-town key markets.

This acceptance is a valuable asset to every advertiser . . . it makes the 18 Colonial Network capsules of Coverage and Sales effective in vitalizing and building business.

For many products with anemic sales in this healthy market, The Colonial Network has demonstrated repeatedly that the wide coverage of the locally-accepted 18 stations is "just what Dr. Profits ordered" for toning up the distribution system and increasing the buying appetites of New Englanders.

Give *your* sales regular capsules of Colonial Network vitamins and see them add "weight". The "treatments" — taken regularly — are as economical as they are resultful.

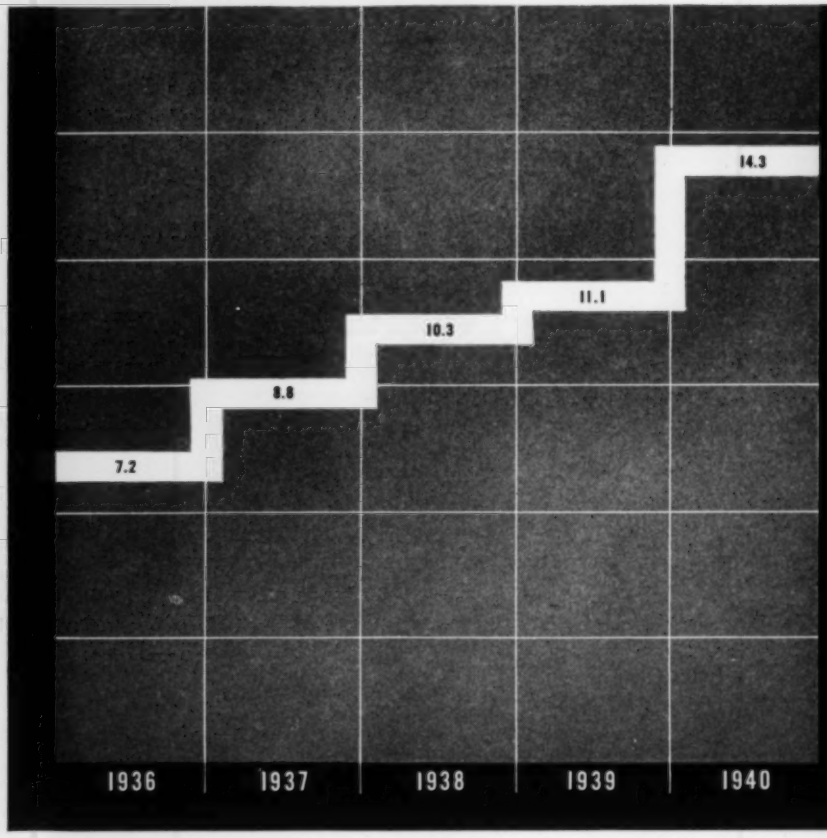
★ W A A B Boston
★ W E A N Providence
★ W I C C Bridgeport New Haven
★ W L L H Lowell Lawrence
★ W S A R Fall River
★ W S P R Springfield
★ W L B Z Bangor
★ W F E A Manchester
★ W N B H New Bedford
★ W T H T Hartford
★ W A T R Waterbury
★ W B R K Pittsfield
★ W N L C New London
★ W L N H Laconia
★ W R D O Augusta
★ W H A I Greenfield
★ W C O U Lewiston Auburn
★ W S Y B Rutland
★

# The Colonial Network

21 BROOKLINE AVENUE · BOSTON EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

## THE SWIFT CLIMB IN CBS-CAB RATINGS




**CBS PROGRAM RATINGS: UP 99% SINCE 1936**

These are CAB program ratings for the median CBS evening half-hour program, compiled from the regular CAB reports of January-February each year.

*Median* figures are shown here instead of *averages* following the statistical procedure of the CAB itself.

All network ratings have increased since 1936, but the increase in CBS audiences has *out-distanced the field*. In Jan.-Feb. 1936, the median CAB rating for *all* evening half-hour programs (7.5) was slightly *ahead* of the comparable CBS rating (7.2). *But every year since 1936, CBS has moved increasingly ahead of "the field."* In Jan.-Feb. 1940, the median rating for "the field" was 12.8; the CBS median, 14.3.

# MORE FOR THE MONEY

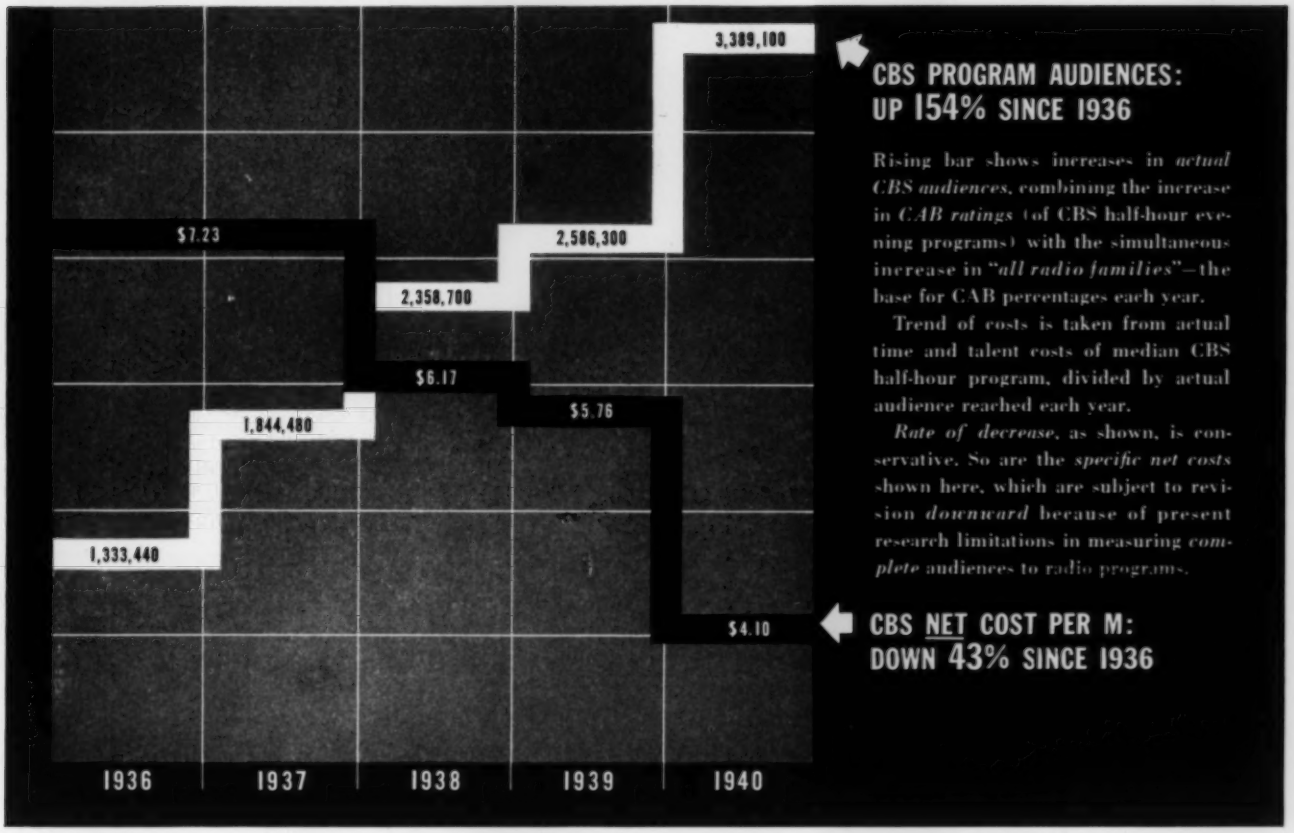
**The *typical* CBS evening program* reaches *twice as many* families in 1940 than it did in 1936. And the typical CBS advertiser pays only *half as much* per listener in 1940 than he did four years ago!**

**That's how swiftly actual CBS circulation costs have *dropped* in recent years; the only downward curve in CBS history; *a drop without parallel in advertising history.***

**Impartial CAB ratings measure the trend. The typical CBS evening program in 1936 had a 7.2 CAB. Four years later, this had climbed to 14.3. But the story doesn't end there. CAB ratings are only a *percentage* of "all radio homes"—and while this percentage was increasing so sharply on CBS, the *base* for the percentage ("all radio homes") was *also* swiftly rising in a curve all its own.**

*Half-hour, once a week.

## THE SHARP DROP IN CBS COST PER LISTENER




**CBS PROGRAM AUDIENCES: UP 154% SINCE 1936**

Rising bar shows increases in *actual CBS audiences*, combining the increase in *CAB ratings* (of CBS half-hour evening programs) with the simultaneous increase in "*all radio families*"—the base for CAB percentages each year.

Trend of costs is taken from actual time and talent costs of median CBS half-hour program, divided by actual audience reached each year.

*Rate of decrease*, as shown, is conservative. So are the *specific net costs* shown here, which are subject to revision *downward* because of present research limitations in measuring *complete* audiences to radio programs.

**CBS NET COST PER M: DOWN 43% SINCE 1936**

# ...ON COLUMBIA

Specific figures show that the doubled CAB rating of CBS programs—*when applied to the increase in radio families*—results in a minimum *increase* of 154% since 1936, in the number of families actually listening to the *individual* CBS evening half-hour program. With this, there has been a minimum *decrease* of 43% in actual cost per listener since 1936 (based on specific time and talent costs).

The complete story is told in "MORE FOR THE MONEY"—a new CBS brochure available on your request. It shows how much more for their money CBS advertisers have received *each year since 1930*. It is a book for every executive, interested in lower advertising costs. Write to 485 Madison Ave., N. Y.

---

**THE COLUMBIA BROADCASTING SYSTEM**

# Get the *RICH* CREAM

# . . . in "America's Money Belt"

Bossie really g-i-v-e-s in "America's Money Belt" where 17% of the *total cash farm income of the nation is produced.* And that means cream for you . . . with our million-and-a-half families spending annually more than $1,500,000,000 (that's not skim milk!) with retail outlets in the area.

You should be getting your share of this rich market . . . and you can. If you'd like to dip into the bucket, just remember—The Cowles Stations are the ones with the "pull" in this primary area of 385 counties — covered completely by our three-way combination.

We're not making any half-pint statement there. In fact, we have a right dandy "mail and sale" record we'd like to show you. Write us today . . . we'll squirt some creamy facts your way.

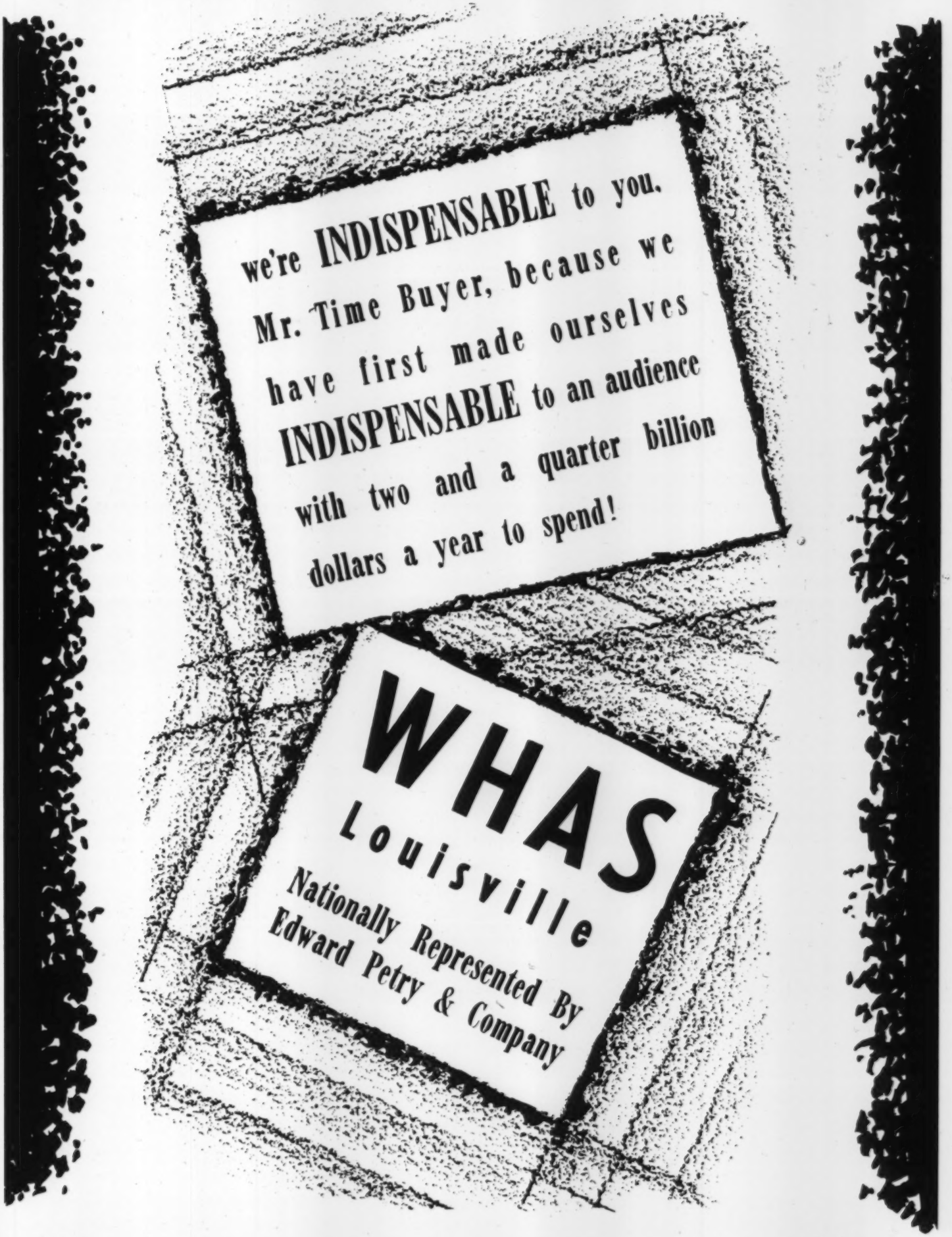
**The Cowles Stations**

**WMT** ★ **KRNT** ★ **KSO** ★ **WNAX**

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

*Affiliated with* THE REGISTER AND TRIBUNE, Des Moines, Iowa

*Represented Nationally by* THE KATZ AGENCY


we're INDISPENSABLE to you.
Mr. Time Buyer, because we
have first made ourselves
INDISPENSABLE to an audience
with two and a quarter billion
dollars a year to spend!
WHAS
Louisville
Nationally Represented By
Edward Petry & Company

# NETWORK FAVORITE NOW YOURS AS A RECORDED PROGRAM!

# "Betty and Bob"

*— the favorite of millions for eight years —*
*Now available to spot and regional advertisers*

*Arlene Francis (Betty) and Carl Frank (Bob)*

**"THE MOST CONSISTENTLY SUCCESSFUL PROGRAM WE'VE EVER HAD" SAYS 8-YEAR SPONSOR, GENERAL MILLS!**

Few profit opportunities like *this* ever come along for you! But here it is—a program you *know* is a sales maker... a program with eight years of outstanding popularity behind it—now *yours* in a *new* recorded series.

On the networks "Betty and Bob" reached its peak this year, with the highest rating of its career. The new recorded series—arranged for five-a-week broadcast—is built to the same formula responsible for this success... is written and directed by the same men who handled the network show. And it has showmanship features seldom found in recorded programs.

In addition, you get the extra advantage of that "live talent" touch provided by the finest in recording—*NBC Orthacoustic.*

Write for full details, availability and rates.

**PROOF THAT THIS PROGRAM IS A SALES PRODUCER!**

1 *It is based on a definite success formula—proved for 8 years on the networks.*
2 *Had highest network program rating of any General Mills women's daytime show.*
3 *"Tops" in response to box-top offers for General Mills.*
4 *A tremendous ready-built loyal audience.*
5 *New recorded series features all-star cast—every one a "big name" in radio, music or the theatre.*

BRINGS YOU NEW MERCHANDISING FEATURES NEVER BEFORE OFFERED WITH A SYNDICATED RECORDED SHOW

**NBC Radio-Recording Division**

NATIONAL BROADCASTING COMPANY
*A Radio Corporation of America Service*

RCA Building, Radio City, New York
Merchandise Mart, Chicago • Sunset and Vine, Hollywood

# NEARLY RIGHT IS NOT ENOUGH...

Modern news reporting surveys a world of sudden and vital change. Seldom has the task of gathering and presenting facts had to meet such exacting standards. That is why today's radio stations—more than ever before—depend on United Press for speedy, complete, accurate coverage of the world's news.

U.P. UNITED PRESS

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# DON'T FORGET *the* GALLERY

Louder please! 1,253,600 radio families are in the "house". *Your* audience . . . ready and eager to listen. Don't soft pedal your show. Don't forget the gallery. Use the only Cleveland radio station that electrifies the whole house simultaneously. Roll not only the greater Cleveland audience in the aisles but also a greater gallery of 26 major cities; 477 small towns and 131,260 farms. It's all there in one house. Metropolitan Cleveland one third; the "gallery" *two* thirds of your market. Why not play to it ALL?

*Red Network*
*Clear Channel*

**WTAM**
**CLEVELAND**
50,000 WATTS · 1070 KC.

**Represented Nationally by** NBC **SPOT Sales Offices**

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON
CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

# Radio Would Have Made The Pony Express A Local!

**Back in 1860 the wonder of the day was the picturesque Pony Express. Racing horses in relays, riders carried the mail 1960 miles from St. Joseph, Missouri, to Sacramento, California, in 10 days. Radio messages would cover the same distance in a fraction of a second.**

*What a difference the Services of RCA would have made in* 1860... Communication is the life-line of civilization. Up to a hundred years ago, civilization spread slowly, because communication could travel no more swiftly than the gallop of a horse.

Henry Wells

In contrast, if the West were being opened up today, the Services of RCA would coordinate developments with instantaneous communication. Portable broadcasting equipment would go wherever pioneers went. Over nation-wide broadcasting networks a running history of progress and achievement would be heard by millions. R.C.A. Communications would keep two-way contact between our scattered outposts and forty-three foreign nations.

Young men, following the classic advice, would "go West" carrying RCA Victor Pick-Me-Up Portable Radios. And through the RCA Photophone, motion picture audiences in the East would hear as well as see the saga of the winning of the West. Lonely settlers would carry into the wilderness their favorite musical selections on Victor and Bluebird Records.

Yes...the Services of RCA in every field of radio and sound could have contributed immensely to building our country in 1860. But...the contribution they could have made is in no sense greater than the actual contributions they are making to our civilization today.

RCA Manufacturing Company, Inc.
National Broadcasting Company • RCA Laboratories
Radiomarine Corporation of America
R.C.A. Communications, Inc. • RCA Institutes, Inc.

RADIO CORPORATION OF AMERICA *RADIO CITY, N. Y.*

FOURTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, Amherst College
Two years, Merrill Lynch & Co.
Three years, Halsey Stuart & Co.
Three years, Ford dealer (partner)
Free & Peters (New York Office) since July, 1937

# Well, well! if it ain't—

# C. TERENCE CLYNE!

Back when Terry Clyne was a Ford dealer, he learned that every kind of prospect can't be interested in the same type of automobile—that you can't even *call* on every kind of prospect at any certain hour of the day.

So far as Terry is concerned, that leads straight into spot broadcasting versus networks. Networks must necessarily attempt to sell every prospect, with the *same* sales-talk, and at the *same* hour (whether it's noon in New York, or 9 a. m. in California).

*But spot broadcasting is different!* Even if your logical market includes the Bible Belt, the Cocktail Community, and the Sunrise Section, spot broadcasting enables you to hit *each* area at its own most favorable time, with its most appealing type of program, and with its own favorite stations! With proper spot broadcasting, *you can't miss!*

All of our fourteen good men can advise with you as to local habits, local preferences, in each of the 24 big markets we serve. Our job is to help you make spot radio more profitable. Hence, even if "our" station isn't the right one for you in any particular market, we'll give you the *facts*. That's the way we work in this group of pioneer radio-station representatives.

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| WGR-WKBW | BUFFALO |
| WCKY | CINCINNATI |
| WOC | DAVENPORT |
| WHO | DES MOINES |
| WDAY | FARGO |
| WOWO-WGL | FT. WAYNE |
| KMBC | KANSAS CITY |
| WAVE | LOUISVILLE |
| WTCN | MINNEAPOLIS-ST. PAUL |
| WMBD | PEORIA |
| KSD | ST. LOUIS |
| KMA | SHENANDOAH |
| WFBL | SYRACUSE |
| **. . . SOUTHEAST . . .** | |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |
| **. . . SOUTHWEST . . .** | |
| KGKO | FT. WORTH-DALLAS |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| **. . . PACIFIC COAST . . .** | |
| KECA | LOS ANGELES |
| KOIN-KALE | PORTLAND |
| KSFO-KROW | SAN FRANCISCO |
| KIRO | SEATTLE |

# FREE & PETERS, INC.

*Pioneer Radio Station Representatives*

*Since May, 1932*

| CHICAGO: *180 N. Michigan* | NEW YORK: *247 Park Ave.* | DETROIT: *New Center Bldg.* | SAN FRANCISCO: *111 Sutter* | LOS ANGELES: *650 S. Grand* | ATLANTA: *322 Palmer Bldg.* |
|---|---|---|---|---|---|
| Franklin 6373 | Plaza 5-4131 | Trinity 2-8444 | Sutter 4353 | Vandike 0569 | Main 5667 |

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BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 12 WASHINGTON, D. C., JUNE 15, 1940 $3.00 A YEAR—15c A COPY

# Monopoly Report Seen Industry Threat

By SOL TAISHOFF

## Entire Network System Would Be Revamped if Adopted; Duplication of Clear Channels Recommended

FINDING LITTLE if anything right in major network operations, the FCC Chain-Monopoly Committee, in its long-awaited report issued June 12, took NBC and CBS for a figurative ride and then branched into a new domain by recommending in effect duplication of all clear channels.

While the report bore the signatures of only the three committee members (Acting Chairman Thad Brown, Paul A. Walker and F. I. Thompson), the fact that several members from time to time sat ex-officio with the committee indicated that the revolutionary recommendations have at least implied majority support. The committee submitted its report June 11 and the FCC the following day authorized its release pending consideration by the full Commission. Presumably the Commission is interested in public, Congressoinal and industry reaction.

**For editorial comment on the Network Monopoly Report, see page 81.**

### *Viewed as "Crucifying' Industry if Adopted*

In one high Commission quarter it was observed that the report, if adopted in toto, would have the effect of "crucifying the industry". The letter of transmittal [published herewith] might be regarded as a summary of the committee's conclusions. Actually, there were no clear-cut recommendations, save the opinions expressed by the committee advocating far-reaching changes in network-affiliate contractual arrangements and the virtual elimination of clear channels.

Procedure has not yet been outlined, and it is not known whether exceptions or oral arguments will be allowed at this stage.

Gleaned from the committee's report were these conclusions:

1. Introduction and enforcement of regulations governing contracts entered into between stations and networks, which the report states can be done without new legislation.

2. Banning of networks from transcriptions and talent booking fields.

3. Elimination of exclusive network affiliation contracts for long periods.

4. Forcing networks to expand coverage by serving stations in remote areas even though the affiliations might not be profitable.

5. Duplication of clear channels to provide more stations.

6. Possible divorcement of networks from station ownership.

7. Possible elimination of ownership of more than one station by an individual or corporation.

8. Possible ban on public participation in the ownership of stations and networks through stock sold on exchanges.

9. Steps to prevent advertising agencies from having what is alleged to be the "final" say in the selection and production of network programs.

The strongly worded and highly critical report was aimed almost entirely at NBC and CBS, hitting at them on all fronts. Mutual, newest of the nationwide networks, was spared most of the committee's recriminations because it was pointed out its practices differed somewhat from general network operations since at the time of the protracted hearing Mutual did not option time of affiliated stations and worked only on a commission basis.

### *Report Based on 73-Day Hearing*

The report was based on hearings which ran from Nov. 14, 1938 through May 11, 1939 and ordered after demands for an investigation of the "radio monopoly" and of the Commission had been made repeatedly by a small but vocal minority in Congress. The hearings were held pursuant to Order No. 37, adopted March 18, 1938 when Frank R. McNinch was FCC chairman. Hearings were held for 73 days of the six-month period.

The committee, after being prodded repeatedly by members of Congress, submitted its 1,300-page report, largely a digest of testimony, along with a 138-page summary and its six-page letter of transmittal. Of the original committee of four members, only two actually participated in the writing of the report, since both Mr. McNinch and Judge E. O. Sykes had resigned since the hearings. Commissioner Thompson actually sat only during the last few days of the hearings while Commissioners Brown and Walker sat throughout the inquiry.

On the very day the committee report was released, Commissioner Brown was subjected to gruelling cross-examination by the Senate Interstate Commerce Committee, which held a special hearing prior to acting on his renomination for a seven-year term by President

(*Continued on page 80*)

## Conclusions of Network-Monopoly Report Summarized . . .

*A SUMMARY of the conclusions of the FCC's Network-Monopoly Committee is contained in the following letter of transmittal of the committee made public June 12. The letter accompanied a 1300-page report, largely a digest of the testimony adduced at the extensive hearings held from Nov. 14, 1938 through May 11, 1939, during which 73 days were devoted to hearings. Committee members who signed the report were Acting Chairman Thad H. Brown, Paul A. Walker and F. I. Thompson. It is understood, however, that several other commissioners met with the committee ex officio and that the conclusions therefore may represent the views of the FCC majority.*

There is transmitted herewith the report of the Commission on chain broadcasting made pursuant to Order No. 37, authorizing an investigation to determine the necessity for and the nature of special regulations applicable to radio stations engaged in chain or other broadcasting which are required in the public interest, convenience and necessity.

This report deals with the following subjects: The Predominance of Network Organizations in the Radiobroadcast Field; Contractual Relation of Network Organizations to Station Licensees; Radiobroadcasting and the Supply of Talent; Transcription Services in the Radiocast Industry; and Multiple Ownership of Radiobroadcast Stations.

### Multiple Ownership

There is attached to the report, as Appendix A, an exhaustive and detailed digest of the evidence received by this committee during the extensive hearings ehld by it as well as of other related material in the official files of the Commission. There is also attached, as Appendix B, a report compiled by the Law Department entitled "Report of Persons and Other Entities Holding Stock Interest in, Control Over, or Official Relationship to More Than One Standard Broadcast Station Reported to the FCC to April 1, 1940."

The committee is of the opinion that these materials form an adequate basis upon which the Commission may proceed to a consideration of the need for a revision of its licensing policy in the radiobroadcast field in order to correct the serious inequities and arbitrary practices which have developed in connection with chain broadcasting.

### Contracts Are Criticized

The record discloses an unhealthy predominance of the network organizations in the radiobroadcasting field which is due, in large measure, to the contractual arrangements forced upon stations seeking affiliation with a network. These contractual arrangements have resulted in a grossly inequitable relation between the networks and their outlet stations to the advantage of the networks at the expense of he outlets. These advantages have, in turn, led to further and further expansion of the networks' activities and a sharp cur-

(*Continued on page 85*)



XUM

# Federal Control Studied by RMA

### Wells Warns of Regulation; Knowlson New President

JAMES S. KNOWLSON, chairman of the board and president of Stewart-Warner Corp., Chicago, was elected president of the Radio Manufacturers Assn. at its 16th annual convention held June 11-12 in Chicago. He succeeds A. S. Wells, president of Wells-Gardner Mfg. Co., Chicago, who served for the last two years.

Before leaving office, Mr. Wells, in a luncheon address before approximately 150 attending members, warned that trade associations such as RMA should do all in their power to strengthen themselves. "More and more the world situation is forcing Government to take greater responsibility toward industry," he said, "and only those industries, represented by trade associations, that prove strong can hope to have self-regulatory powers." Individuals will be appointed to regulate the various industries if there is not convincing proof for the Government that enough strength to do so lies within the industries themselves, he stated.

Meeting concurrently with RMA were Radio Service Men of America, National Radio Parts Distributors Assn., and Canadian Radio Jobbers & Representatives. The latter group was represented for the first time. Vice-presidents elected were Paul V. Galvin, president, Galvin Mfg. Corp., Chicago (Motorola); Roy Burley, president, Ken-Rad Tube & Lamp Corp., Owensboro, Ky.; H. E. Osmun, vice-president, Centralab, Milwaukee (technical broadcast equipment); Donald MacGregor, general manager, The Webster Co. (sound equipment).

## NBC Promotes Nelson

A. E. NELSON, manager of KPO-KGO, NBC stations in San Francisco, has been appointed an assistant vice-president of NBC, it was announced June 12 by Niles Trammell, executive vice-president. Mr. Nelson will continue as manager of the two NBC-operated stations and in addition will act as assistant to Don E. Gilman, vice-president in charge of the Western Division, in Pacific Coast network operations. He will henceforth report to Mr. Gilman on all matters, both network and local. Formerly Mr. Nelson reported to William S. Hedges, vice-president in charge of NBC's stations department.

## Texaco in New England

TEXAS Co., New York, is considering a thrice-weekly quarter-hour program of news by Bill Cunningham, sports columnist of the *Boston Post*, to run in New England later this summer for Texaco gasoline. The Yankee Network, NBC-Blue and CBS are all under consideration, but no decision has yet been made, according to Buchanan & Co., New York, the agency in charge.

COOTER BROKERAGE Co., Chicago, planning a radio and newspaper campaign in the Midwest for Moon Rose soap, has named C. L. Miller Co., New York, its general advertising agent.

# Brown Given Severe Shelling By Tobey at Senate Hearing

### Monopoly Report, Station Sales, Parties and Stock Sales Queried at Confirmation Session

WHAT appeared to be a one-man revolt against confirmation of Thad H. Brown to serve another seven-year term on the FCC developed June 12 at hearings before the Senate Interstate Commerce Committee, when Senator Tobey (R-N. H.) took over the function of committee prosecutor. The committee recessed, subject to the call of Chairman Wheeler, until such time as Commissioner Brown supplied answers to a series of compound questions fired by Senator Tobey.

As had been expected [BROADCASTING, June 1], Col. Brown was renominated as a Republican member of the FCC by President Roosevelt on June 5 to serve for seven more years from July 1. At the request of Senator Tobey, hearings were called by Chairman Wheeler. The New Hampshire Senator, obviously "filled in" on the FCC by someone familiar with its functions, shot questions from all angles, covering the monopoly report, alleged trafficking in station licenses, purported "parties" in which FCC personnel participated, and other ghosts which apparently had been resurrected for the occasion.

Stock transactions of CBS, involving transfers of holdings of President William S. Paley, and of Directors I. D. and Dr. Leon Levy, also were brought into the questioning. There was the suggestion that Mr. Paley be called by the FCC to tell to whom he has sold part of his stock. Col. Brown was asked to advise the committee of the Commission's attitude toward such transactions.

#### Monopoly Queries

Senator Tobey started the Brown questioning, with most members of the committee present, by asking about the "monopoly" in radio. When the commissioner responded he thought none existed since there are three "international" networks and two dozen regional networks, the Senator started in on the FCC's failure to produce its network-monopoly report after a two-year lapse. The questioning was in the nature of a criticism of the whole Commission rather than Commissioner Brown himself. Although Commissioner Brown insisted that the network-monopoly report was not completed by the FCC committee until now, Senator Wheeler insisted that a draft had been available several months ago. Despite the Tohey opposition, Senators predicted early confirmation.

Senator Tobey pointed to the relatively speedy action on FM and television this year before observing, "But this very salient report was lost in the clouds somewhere." He asked Commissioner Brown if he knew of the submission of any advance monopoly report earlier this year to Tom Corcoran or President Roosevelt. Mr. Brown answered in the negative.

He then took Commissioner Brown to task for his declared inability to answer a question which Senator Tobey maintained should be well within his ken. The commissioner replied that the question: —"Is it true that not 1% of the authorized power is available to independent stations"—could not be answered without study of the record.

When Senator Tobey began citing specific instances where a station was sold, with FCC approval, at a price amounting to many times the value of the physical plant, Commissioner Brown declared there is "some going-concern value" to a radio station, even though it is dependent on its FCC license for its life. The Senator referred to these sale prices as "tremendous, exhorbitant increments". Commenting further, Commissioner Brown stated that ordinarily a station operating in the public interest has a right to an expectancy of renewal of license.

#### Gurney's Answer

"I see seven men sitting up there on the FCC, and I think you've been terribly derelict in allowing the sale of stations for 20 times their physical worth," Senator Tobey declared. At this Senator Gurney (R-S. D.) interrupted to observe that, speaking as former operator of WNAX, Yankton, S. D., a sale price representing 20 times the physical worth of the broadcasting plant was "not too much".

When Senator Tobey cited the case of KNX, Hollywood, which he said had a physical plant and replacement worth of $63,000 and was sold to CBS for $1,200,000, Commissioner Brown observed that perhaps the most flagrant case of this kind was the sale of a local station in Oklahoma City by the Exchange Avenue Baptist Church, with a plant valued at only about $3,000 which was sold for $65,000. He explained that the FCC allowed this sale, possibly because the seller was a church.

Referring to once-projected Westinghouse station leases and the proposed sale of WOAI, San Antonio to CBS, which Commissioner Brown explained had all gone by the board, Senator Tobey requested that he supply a list of all station sales for sums much greater than physical value and replacement cost, as well as a list of all leases extending beyond the license terms of stations concerned.

The questioning took another twist when Senator Tobey brought up a New York party given about a year ago by Donald Flamm, operator of WMCA, which allegedly was attended by several FCC officials. Commissioner Brown said he once was a guest of Mr. Flamm at the Diamond Horseshoe, but that he knew nothing of a "drunken brawl". He stated that members of the party included Commissioners Case and Craven, as well as Niles Trammell, NBC executive vice-president, and several others.

#### Alleged Profanity

Senator Tobey also brought up the apparent discrepancy between Post Office Department and FCC rulings on certain matters alleged to be profane, obscene or indecent. He declared that in several cases, while the Post Office Department has ruled that certain material cannot be transmitted in the mails, parallel situations have not met the same treatment by the FCC in regard to whether they could be broadcast. Commissioner Brown replied that the FCC relied on its own legal department in these matters.

Responding to further questioning, Commissioner Brown said he had never heard that Democratic leaders had been called to the White House, where allegedly they were told to kill an FCC inquiry resolution because it would involve

(*Continued on page 87*)

Drawn for BROADCASTING by Sid Hix

*"Morris, They've Broadcast Our Local 'Your Bus Fare Refunded With Every Purchase' Offer Over a National Hookup!"*

# Trammell Seen as Successor to Lohr

## Kobak Heads Blue Sales; Witmer Handles Red Exclusively

ELEVATION OF Niles Trammell, NBC executive vice-president for the last 18 months, to the NBC presidency to succeed Lenox R. Lohr, who resigned June 7, was predicted in RCA-NBC circles as further moves were made to separate the activities of the Red and Blue networks.

While Maj. Lohr's successor will not be formally selected until July 12, when the NBC board holds its next regular meeting, Mr. Trammell's promotion was regarded as logical. In that event, Mr. Trammell very likely would continue his present duties, along with those of the presidency. The NBC board is headed by David Sarnoff, president of RCA, of which NBC is a wholly-owned subsidiary.

### Kobak Heads Blue Sales

Return to the NBC executive sales staff of Edgar Kobak, as vice-president in charge of Blue network sales, after a four-year absence, also was seen as a move toward operation of the networks as separate entities. With the appointment, announced June 12, Roy C. Witmer, vice-president in charge of all network sales, was assigned exclusively to the Red network. Mr. Kobak, long a prominent figure in the advertising field, first joined NBC in 1934 as vice-president in charge of sales but left two years later to become a vice-president of Lord & Thomas, from which he recently resigned.

Mr. Kobak, in effect, becomes the executive officer of the Blue, and reports only to Mr. Trammell. His elevation to presidency of the Blue might be an eventuality.

Maj. Lohr tendered his resignation after a 3½-year tenure to accept the post of president of the Chicago Museum of Science & Industry. The board stated the resignation would be accepted at the next regular meeting July 12, at which time his successor would be elected. Maj. Lohr joined NBC Jan. 1, 1936, succeeding M. A. Aylesworth, first NBC president.

Mr. Trammell became executive vice-president Jan. 1, 1939 after having served as Chicago manager and vice-president in charge of NBC Central Division since 1928. As executive vice-president he took over direction of all sales, station relations and other executive activities save policy.

There was some speculation about appointment of a man from the outside, either to the post of president or executive vice-president, as was the case when Maj. Lohr was appointed in 1936. Previously, Maj. Richard H. Patterson, who then was new to radio, had served as executive vice-president. However it was felt the board would make appointments from the ranks.

In his letter of resignation to David Sarnoff, chairman of the NBC board, Mr. Lohr wrote: "It is an action which I cannot take without expressing both to you and to the board my appreciation for your many kindnesses to me, and my deep sense of obligation to the members of NBC's staff who so loyally and faithfully have worked to maintain the company's pre-eminence in radio."

First word of the move, however, came from Chicago, where, at just about the time Mr. Lohr was tendering his resignation to his board, Col. A. A. Sprague, vice-president of the Museum, of which he has been acting president since the death of Rufus Cutler Dawes last January, announced that Mr. Lohr had accepted the presidency of the Museum. In making the announcement, Col. Sprague said:

"The principal reason for Maj. Lohr taking the presidency of the Museum was his devotion to Rufus Dawes. No other man was considered for the position. Maj. Lohr is giving up a highly remunerative position to come to Chicago, at a great financial sacrifice to himself.

"We believe that Maj. Lohr from his experience and great success with the Century of Progress, of which he was general manager, has the imagination and the ability to carry this wonderful museum on to a successful life. As soon as he is here and has been able to look over the ground, his plans will be made public. His great interest in the practical application of science to industry, the board believes, insures great success under his able direction."

The Museum post is reliably reported to a salary of $25,000 a year, just half the remuneration Mr. Lohr has received as head of NBC.

In accepting the position, Mr. Lohr wrote: "It is with a deep sense of devotion that I shall take up the work of Mr. Rufus Dawes where death compelled him to lay it down. When the Exposition was over, it was with a firm belief in Chicago's destiny and with high hope that he undertook the leadership in another of her outstanding projects. It is with keen appreciation that I return to Chicago to have a part in the building of another of her great institutions."

### Notable Career

Mr. Lohr has had a distinguished career. Born in Washington, D. C., Aug. 15, 1891, he was graduated with honors from Cornell in 1916 as a mechanical and electrical engineer. He was then graduated from the Coast Artillery school at Fortress Monroe, Va., in 1917 and was at the school of Codes and Ciphers at Geneva, Ill. the following year before being sent to France with the Army general staff. Following the war, in which he had risen to the rank of Major, he returned to Washington as editor of *Military Engineer*, official journal of the Society of American Engineers. In 1933 he became vice-president and general manager of Chicago's Century of Progress, where he served for two years.

Like Mr. Lohr, Mr. Trammell brought to radio a background of Army training. After the war, during which he left college to enlist, he remained in the Army as a member of the staff of Gen. Charles G. Morton in San Francisco, leaving in 1923 to join RCA as a salesman of its trans-Pacific communication service. In 1928 he was transferred to NBC in New York, but two months later was made manager of the network's Central Division in Chicago. The following year he became vice-president in charge of the Central Division, retaining that title until Jan. 1, 1939, when he was again transferred to New York as executive vice-president.

Division of the NBC sales organization into two distinct departments was described by Mr. Witmer as a recognition of the rapid growth of the Blue network from a basic group to a full coast-to-coast network. Keeping pace with NBC as a whole, which now includes 188 affiliate stations as contrasted with 96 in 1936, the Blue has 63 affiliates. For the first five months of this year, Blue gross business has increased 17.9% over the same period of 1939 [see page 28].

Establishment of individual sales staffs for the two NBC networks is a second step towards complete autonomy for each network, although that end is not admitted as a goal by NBC executives. A year ago the network's stations department was divided into three sections by its head, Vice-President William S. Hedges—a Red division, a Blue division and a service division to handle all general office work of the department [BROADCASTING, July 15, 1939]. This specialization has worked out very satisfactorily, Mr. Hedges reports.

### Sales Activity

At that time, Keith Kiggins was transferred from his former post as manager of the station relations department to the newly-created position of director of the Blue network. While the position was designed to permit the coordination of sales, promotion, program, station relations and publicity activities as they affected the Blue Network, Mr. Kiggins has found most of his activities concerned with sales and under the new setup his title will be that of sales manager of the Blue network.

Mr. Witmer joined NBC in 1927 as an advertising salesman, was promoted to assistant sales manager in 1929 and a year later became sales manager. In 1931 he was appointed vice-president in charge of sales operations and in 1936 became vice-president in charge of sales.

Mr. Kobak first joined NBC in 1934 as vice-president in charge of sales, before which he occupied for many years the same position with McGraw-Hill Publishing Co. In 1936 he left NBC to join Lord & Thomas, from which he resigned this last March [BROADCASTING, March 15]. He is a director of the American Management Assn., chairman of the public relations committee of the Greater New York Fund, and past president and chairman of the board of the Advertising Federation of America.

### PRINCIPALS IN CHANGES AT NBC

Mr. Trammell

Mr. Lohr

Mr. Kobak

Mr. Witmer

## *Outlawing of Foreign Political Entities Through Amendment of Law Is Sought*

AS A DIRECT outgrowth of the broadcast June 3 of the Presidential nomination acceptance speech of Earl Browder, Communist leader, the enactment of general legislation at this session to deny recognition as political entities to any person subservient to foreign governments is foreseen in Congressional circles.

After the Browder broadcast had precipitated a nationwide controversy, Rep. McLeod (R.-Mich.) found new interest in the House in his resolution (HConRes-55), introduced last March, which would deny to Communist and bund organizations recognition as political entities. With the resolution pending before the House Judiciary Committee, a movement toward petitioning the committee to report out the resolution began but a subcommittee already has signified its intention of taking favorable action. The Department of Justice has been called upon to assist the committee in redrafting of the resolution.

The spontaneous storm of protest, which erupted even before the networks announced they would carry the Browder speech, revolved around Sec. 315 of the Communications Act requiring that political candidates for public office be given equal opportunity on the air. The networks took the position that under the law they cannot refuse any candidate for public office equal time. While there developed an immediate demand for an amendment of the Communications Act, which would safeguard stations and networks in denying time to so-called subversive groups, the McLeod resolution is in the nature of a general and all-inclusive restriction equally applicable to all modes of expression.

The McLeod resolution declares

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# Canada Restricts Use of Newscasts For Sponsorship

### Moore Fights Ban Placed on Transradio Press Service

By JAMES MONTAGNES

SPONSORED newscasts in Canada were placed on a new basis, effective July 1, under an order of the board of governors of the Canadian Broadcasting Corp., which followed sessions with representatives of the Canadian Assn. of Broadcasters. Effective at midnight June 30, only British United Press will be made available for sponsorship on Canadian stations and permission to carry it, in conformity with wartime restrictions, must be obtained individually by each station. The CAB has received assurances from Maj. Gladstone Murray, general manager, that BUP may be carried on condition that there is no advertising of any kind in the body of newscasts.

The chief effect of the order, other than the elimination of commercials except before and after the rendition of news, is the ban it places upon Transradio Press in the Dominion. This was being vigorously fought by Transradio as BROADCASTING went to press, that organization charging discrimination and monopoly, but latest official advices were that the ban would stand. Transradio serves about 30 Canadian stations.

The CBC board meeting, from which the order emanated, was called June 1 with only four days notice to the CAB. The Canadian Press, counterpart of the Associated Press in the United States, was in annual session at the time in Toronto and it moved in a body to Ottawa. There were 36 CP representatives present and four from the CAB—President Harry Sedgwick, Toronto; Joseph Sedgwick, CAB counsel; T. Arthur Evans, CAB secretary-treasurer, and Guy F. Herbert, All-Canada Radio Facilties, Toronto.

#### Press Pressure

The meeting came as a result of the refusal last November by the CBC board of governors finance committee to ban sponsored news on the air. Since then press interests have continued to bring pressure to bear on the CBC board and Minister of Transport C. D. Howe, under whose jurisdiction comes broadcasting. In addition to this newspaper pressure, two other factors brought the meeting to a head: The question of Transradio news, originating outside of Canada and reaching most of its Canadian subscribers via shortwave; (2) the board was considering the damage being done to newscasts by commercial inserts in the body of news.

As regards Transradio, the CBC board apparently was impressed by the argument that the present system of supplying subscribers by shortwave was a dangerous wartime condition, and that all news services available to Canadian stations should originate in Canada and should go out to the stations by teletype so they could be properly supervised by censorship and other interested authorities.

Regarding commercial plugs inserted in the body of the news, the board felt this was inadvisable, although it saw no objection to a commercial plug preceding and following the news. After all-day discussions, the board finally announced the following new regulation:

"At a meeting held in Ottawa today (June 1) the board of governors of the Canadian Broadcasting Corp, as a precautionary measure on account of the war passed an order effective July 1, 1940, rescinding all existing permissions authorizing news broadcasts over broadcasting stations in Canada.

"New applications may, however, be filed for such permissions and such applications shall then be considered on their merits.

"This order does not affect news broadcasts of the Canadian Press or local news arranged by individual stations with local newspapers which fall under a different regulation.

"The board also issued a regulation prohibiting the insertion of advertising content in the body of any news broadcasts."

#### CP Members' Views

As this regulation can be variously interpreted, the CAB was assured by CBC General Manager Gladstone Murray that (1) there is no intention of giving Canadian Press a monopoly of news on the air; (2) stations now taking British United Press news by wire may re-apply for permission to continue that practice, and that such per-

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**THIS IS** Pegeen Fitzgerald, lovely commentator and fashion expert of WOR, Newark, with her "micrasol"—a special parasol-microphone she designed herself for use at fashion shows and outdoor broadcasts. When in use, the microphone is clamped to the parasol handle; when not, it becomes the handle for the folded parasol. Another radio-wise note is her long white gloves, with "WOR" embroidered near the top.

### WOR Contracts With UP

WOR, Newark, has added United Press news under a contract to Dec. 31, 1941. UP ticker was installed in the station's newsroom June 3 and the new service is being used for bulletins and occasional quarter-hour news periods, with a regular morning UP news broadcast to be added in the near future. News from UP as well as Transradio is available for sponsorship, according to Dave Driscoll, WOR's director of special features.

### Record Suit Hearing

HEARING of the three-way appeal in the RCA-Whiteman-WNEW case by the Court of Appeals is scheduled for June 17. On the calendar for the session beginning June 3, the case was called for the first day, but Col. J. M. Hartfield, attorney for WNEW, asked for a week's postponement. Case has been on the calendar for every day since June 10, but had been put back each day for Government tax cases which were given preferred position.

### DeMars Yankee V.P.

ELECTION of Paul A. DeMars, technical director of the Yankee Network, to the post of vice-president in charge of engineering was announced June 12 by John Shepard 3rd, president of the Yankee and Colonial networks. One of the first to recognize possibilities of FM, Mr. DeMars has been a disciple of Maj. Edwin H. Armstrong, FM inventor, since his first meeting with him in 1936, and had charge of installation of the Shepard FM stations. He has been on the Yankee staff since 1931, and before that headed the engineering department of Tufts College. He is a 1917 graduate of MIT, served in the Army during the World War and from 1920 to 1927 was with the New England Telephone & Telegraph Co. in charge of broadcast lines.

**Mr. DeMars**

## *RADIO DISCUSSION ON NRDGA AGENDA*

RADIO discussions in the form of a "mock trial" will play an important part in the National Retail Dry Goods Assn. convention, to be held June 17-20 at the Palmer House, Chicago. The "trial" has been arranged cooperatively by Joseph Hanson, manager of the NRDGA sales promotion division, and Samuel Henry Jr. of the NAB, and will consist of a discussion June 19 on "Will Radio Help You to Continue to Fortify for Forty?"

Retailers and broadcasters will participate in the discussion, with the retailers raising questions about radio and broadcasters replying to them. G. R. Schaeffer, publicity director of Marshall Field's, Chicago department store, will act as judge.

Serving on the "jury" for the broadcasters will be Mr. Henry, Charles Caley, WMBD; Ed Flanagan, WSPD, Toledo; Ford Billings, WOWO, Fort Wayne. Retailing members of the jury will be J. M. Ellis, sales promotion manager of G. C. Murphy Co., McKeesport, Pa.; Clarence Ziesel, sales promotion manager of Ziesel Bros. Co., Elkhart, Ind., and Maurice M. Chait, director of publicity and sales of P. A. Bergner & Co., Peoria.

John Nell, WOR, who has recently completed a survey of department store advertising throughout the country, is scheduled to speak June 20 at the convention on "What Merchandisers and Sales Promotion Managers Should Know About Radio".

# Intensified Drive By AFM Is Seen

### Petrillo Assumes Presidency As Weber Decides to Quit

A NEW and more vigorous regime for union musicians, likely to be manifested in increased demands upon radio, was seen in the election June 14 at Indianapolis of James C. Petrillo, of Chicago, as president of the American Federation of Musicians, succeeding Joseph N. Weber, who retired after 40 years in office.

The Chicago local head, a virtual dictator in his domain, was largely responsible for enforcement of onerous union demands upon stations in Chicago, which started the ball rolling throughout the country. He also was the first union head to require use of union musicians as "platter-turners", sound effects men and the like, and has led a fight against transcriptions and recordings. Whether "Jimmy" will remain in Chicago or move to AFM headquarters in New York was not known.

#### Weber to Be Advisor

Mr. Weber, venerated head of AFM, retired voluntarily because of advanced age and ill health at the opening session of the AFM convention June 10. On June 12 he was given a sort of president-emeritus status for life as technical advisor at his present salary of $20,000 a year. Mr. Weber has been an ardent opponent of Mr. Petrillo's policies. The Chicago union head was nominated without opposition for the presidency June 13 and his election was automatic the following day. All other members of the international executive board were renominated without opposition and reelected.

Two resolutions dealing with radio were proposed but both were pigeon-holed. The first would require all union musicians to cease making records and transcriptions within 90 days. When Mr. Weber opposed the proposal as one that would take an act of Congress and for which the public would not stand, it was referred back to committee. The second, voted down, would have required the Canadian Broadcasting Corp. to discontinue recorded programs.

Mr. Petrillo, who is said to own a bullet-proof car and who is a member of Chicago's Park Commission, has declared himself in favor of a fight to the finish with the Department of Justice in its campaign against hiring of unnecessary labor. The Department is still inquiring into AFM operations, centering its attention on the agreement by which broadcast stations have been forced to hire fixed quotas of musicians.

#### Proposed Change

In the report of the president to the convention, Mr. Weber recommended a change in the AFM laws to reduce the sur-charge for commercial broadcasts performed by traveling orchestras from 50% to 10% or 15%. "At the time the convention passed this tax," he stated, "it was done to protect local engagements from being played by traveling bands, or preventing the visits of traveling bands playing local sponsored engagements from resulting in the discharge of local

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# Performance Plan for Payment Of BMI Writers About Ready

## Negotiations for Acquisition of Other Catalogs Proceeding, Including Metro-Robbins Group

A PERFORMING rights payment plan under which writers will receive a base fee for each broadcast of their music on each station will soon be inaugurated by Broadcast Music Inc., industry-owned organization. While some of the details have not been completely worked out nor has the exact amount of the base fee been settled, it was learned the per-broadcast-per-station plan of payment has definitely been adopted.

By this method of recompensing writers for the performances of their music, BMI hopes to avoid the discrimination between new and old writers which has caused so much internal dissension among the ASCAP membership. Before a writer is eligible for membership in ASCAP he must first have had five songs published by a recognized publisher (usually an ASCAP member) and for the first year after he has been admitted he receives no performance fees from ASCAP. The BMI plan makes no distinction between members but bases performing rights payments entirely on the success of each individual tune. If a number is played once on one station only, the writer receives something; if it is played 20 times on a 50-station network, he receives 1,000 times as much.

### Other Negotiations

No distinction is made between stations under this plan, nor between sustaining and commercial broadcasts. The composer of a number that is used on 50 sustaining programs on individual stations receives exactly as much as the composer whose song is played once on a commercial program broadcast over a network of 50 stations. A bureau will be set up at BMI headquarters to check on performances.

Negotiations between BMI officials and a number of publishers with the end of placing their catalogs under BMI control are said to be continuing satisfactorily, although no details have been divulged. Reports that one of these deals concerns the Metro-Robbins music group have been circulating for some time in informed circles, although there has been no confirmation from either party. To the contrary, Jack Robbins, head of the Robbins-Feist-Miller combination, said to control collectively about 18% of all copyrighted music played on the air today, has made public a plan for exploiting this music should ASCAP music be banned from the air.

Robbins said that one feature of his plan would be to revive the old music hall plugging in movie theatres, with three to five-minute shorts produced by Metro-Goldwyn-Mayer, 20th Century Fox and New Universal Pictures, whose music products he publishes, featuring the songs as presented by well-known stars. Other channels for exploitation are the coin-operated machines and the brass band field, he explained, pointing out that there are over 400,000 machines and some 18,000 brass bands.

Another angle of attack is taken by Irving Caesar, president of the Song Writers' Protective Assn., who writes that "there are rumors that broadcasting interests are seeking to buy publishers' catalogs, with the intention of withdrawing performing rights from ASCAP . . ." and continues, "These people evidently do not realize that the performing rights are placed with ASCAP by the writers and cannot be withdrawn by the publishers."

### Terms of Contracts

This statement has been flatly contradicted by a number of copyright attorneys, who informed BROADCASTING that under the usual contract between writers and their publishers the publishers control the performance rights and can place them as they see fit. Individual contracts may differ, they said, but the publisher normally controls the rights.

It was also pointed out that where there is a division of rights either party can issue a license on a non-exclusive basis, which would be satisfactory to broadcasters as their main objective is to secure the rights to perform music themselves and not to restrict its use by others. If, for example, a writer signs a new ASCAP contract extending his assignment of rights to the Society past the end of this year, when the present contracts expire, but the publisher does not do so, then it is held that the publisher could assign his rights to BMI and they could license the performance of that music regardless of any assignment to ASCAP made by the writer. It is probable in such a case, however, that a test suit would be brought into court to settle the question before general use was made of the music.

Queried on the question of the division of rights under the ASCAP contracts with composers and publishers, Schwartz & Frohlich, ASCAP attorneys, declined to discuss the matter, stating that it had long been a subject of debate between writer and publisher members of ASCAP and as this organization includes both types of members its counsel would not make any statement regarding it.

### Installment Call

One attorney told BROADCASTING that the situation was comparable to the sale of a house which the original owner has rented. The new owner, he said, cannot eject the tenant before the termination of the lease the tenant had made with the previous owner, but the new owner is under no compulsion to renew that lease. In the same way, he said, a writer who has assigned certain of his rights to ASCAP may make a complete assignment to a publisher. As long as the original ASCAP assignment is in effect the publisher is bound by its restrictions, but at its expiration he secures the full rights and the writer cannot reassign them to ASCAP under a new contract.

A call for a 15% installment of license fees has gone out from BMI to all subscribers, together with a letter from M. E. Tompkins, BMI general manager, stating that "there are negotiations presently pending for the acquisition of music catalogs which will require substantial capital and this call has, therefore, been deemed necessary by your directors. BMI is making steady progress both in its internal organization and in the acquisition and publication of music. Deals presently pending make it certain that a large amount of suit-

(*Continued on page 89*)

**CBS ENGINEERS** have concocted this new microphone for Ted Husing, CBS sports announcer, to cover horse races. When talking before the race, Ted can push the mike away from the field glasses, pulling it close when the race is on and leaving his right hand free.

# *BMI Steps to Expand Supply of Music And Aids to Sponsors Recited by Kaye*

WHAT Broadcast Music Inc. means to the advertiser who foots the bill for music as well as the other bills of American broadcasting through his purchases of time and talent, was graphically outlined by Sydney Kaye, vice-president and general counsel of BMI, at the June 12 luncheon meeting of the Broadcasters' Bull Session in New York.

Explaining that ASCAP's monopoly is not one of music, since its limited membership is but a handful of the country's composers and lyric writers, he stated that the ASCAP monopoly is really control of the use of music on the air through its blanket licensing plan.

### What He Buys

Under this arrangement, he said, the holder of an ASCAP license has paid for the right to use all ASCAP music and if he buys music outside of ASCAP he then must pay again and therefore usually prefers to use the ASCAP tunes.

BMI, Mr. Kaye declared, is dedicated to the purpose of doing away with this monopoly and making music available on the same competitive basis as art work or printing or anything except music which an advertiser buys.

Referring to 1936, when the withdrawal of the Warner Brothers publishing houses from ASCAP took off the air about 40% of the popular music, including a number of the most popular writers, he said this loss resulted in no falling off of either listeners or advertisers, as "when you're listening to one good tune you don't stop to ask why you aren't hearing some other number." The same thing will happen in 1941, he stated, with 75% or 80% of the present music withdrawn from the air, unless the broadcasters reveal a "hitherto unsuspected nasty streak of philanthropy" and submit to ASCAP's new demands, which he said would take from the networks their complete net profits.

Admitting that at present the musical reservoir of BMI was but a "teacup" in comparison to ASCAP's "ocean", Mr. Kaye pointed out that in 1938, last year for which figures are available, 85% of all time on the air devoted to music was given to 2,500 tunes, with all the rest of the world's music receiving only 15% of the total air time. By the end of this year, he said, BMI will have many more than 2,500 selections, including new popular tunes which its writers are now turning out at the rate of better than one a day. While they are not "great" tunes, he said, they are at least as good as the ASCAP average.

In addition to these songs and to those contained in the catalogs BMI is purchasing from other publishers, the BMI arranging staff is also preparing arrangements of the vast amount of American folk music in the public domain field, music available to any one without charge but for which ASCAP has been collecting royalties because only ASCAP members had previously made arrangements.

Mr. Kaye urged advertisers to begin immediately using BMI music whenever possible, making the transition a gradual one away from ASCAP music and thus avoiding a sudden rupture at the end of the year. BMI already is in a position to furnish theme songs to advertisers, and to do so on an exclusive basis so that an advertiser can be sure of the continued use of his theme and not lose it at the whim of someone else, as occured in 1936 when many programs were suddenly forced to change their themes. BMI can also furnish segues, bridges and background music for dramatic programs, he stated.

### Per Piece Method

For sponsors of variety programs, containing one or two musical numbers, and of purely musical programs, Mr. Kaye suggested the immediate insertion of an occasional BMI tune and a gradual increase in the use of BMI music on such programs. He recognized, he stated, that to institute such changes would add to the duties of already busy program executives, but declared that for their own protection they would have to change from the "blanket" to the per piece way of buying music.

Session was attended by some 60 radio executives from agencies, stations and station representative firm. Linnia Nelson, timebuyer for J. Walter Thompson Co., presided. M. E. Thompson, vice-president and general manager of BMI, spoke briefly.

# Non-Essential Radio Faces Shutdown

## Undisturbed Broadcast Operation Remains Federal Policy

INDICATIONS that non-essential services, such as amateur, experimental and special private radio operations, may be curtailed or even closed down if war tension increases, are seen in official Washington as national preparedness planning becomes more clearly defined.

Nevertheless, there has been no change in the basic position of the Government regarding both domestic and international communications services, which are slated for undisturbed operation under private management. This is particularly true in the case of broadcasting, which is definitely bracketed as an essential service to be molested as little as possible, even in case of war.

### Amateurs Banned

The first indication of curtailment of non-essential services came June 5 when the FCC banned amateur radio communication with foreign stations. This was followed June 7 with a similar ban on amateur portable and mobile units. This was regarded only as a move to aid authorities in patroling the shortwaves and in thwarting use of unlicensed stations in espionage activity. The action, significantly, drew no protests from the American Radio Relay League, headquarters organization for the 55,000 American amateur operators, which regarded it as directly in line with the organization's own voluntary code of maintaining neutrality.

Despite some reports that the action grew out of discoveries of "fifth column" amateur stations, it was learned in responsible quarters this was not the case. K. B. Warner, executive secretary of ARRL, asserted the order "represents only a comparatively small increase over our voluntary code of conduct already adopted by amateurs at the recommendation of the League." He said it results in little practical change and constitutes no great increase in hardship on operations of amateurs, who are free to maintain communication between licensed stations in the continental United States and its territories and possessions, including the Philippine Islands and the Canal Zone.

Supplementing its order prohibiting amateur communications, the FCC May 7 imposed an immediate ban on use of all amateur portable and other amateur mobile stations operating in the Continental United States, its territories and possessions except those stations using short-range frequencies above 56,000 kc. and except in the case of amateurs operating portable stations on June 22-23 in connection with ARRL Field day tests of portable transmitters designed for special use in time of emergency. Several thousand stations, which do not operate regularly, are affected by the second order. This type of operation is now restricted indefinitely to the frequencies which do not carry beyond the line of sight.

### 'Fifth Column' Problem

While high defense authorities banish any thought of direct Government intervention in broadcast operation, they nevertheless express concern over possible "fifth column" activity in all branches of communications [BROADCASTING, June 1]. It is an open secret that they look with skepticism upon certain union leadership, particularly in marine communications. This has tended to focus attention upon possible presence of dangerous elements in all branches of communications, including broadcasting, particularly since the leveling of charges by Chairman Martin Dies of the House Committee Investigating Subversive Activities, that upwards of 100 Communists are radio operators aboard American vessels.

The feeling in the military establishment is that the rank and file employes are not under suspicion but that the union leaders themselves in some instances may be in a position to force subversive activity, with the members following them blindly.

Because of the intensive anti-fifth column drive, it is thought legislation will be enacted soon to curb such threats in industry. Senator Shepard (D-Tex.), chairman of the Military Affairs Committee, already has introduced a bill proposing establishment of a National Industrial Defense Corps to guard essential industries with armed personnel having the powers of Federal marshals. Presumably communications and possibly broadcasting itself, might be encompassed in the "essential industry group".

It is still felt in informed circles that perhaps the most drastic action planned in connection with broadcasting, even in the event of our direct participation in the conflict, would be placement of censors in networks and key radio operations. Because of the anti-censorship provision of the Communications Act of 1934, new legislation would be entailed. If such an eventuality arose, however, it goes without saying that the industry would interpose no objection but on the other hand would cooperate down the line. More than likely, present executive personnel of networks and stations would be designated to such censorship posts, probably reporting to one of the military authorities.

### In Case of Invasion

Looking even farther into the future, it must be assumed that in the event of an imminent bomber invasion, certain broadcast operations probably would be blacked out for brief intervals. By the same token, the broadcast structure itself would become the most important single medium in instructing the populace as to what to do in the way of seeking shelter and what precautions should be taken. That, of course, depicts a highly unlikely situation but it nevertheless tends to answer some of the questions that have been raised on the Washington scene.

In the same future vein, it has been pointed out that in a major military operation, practically all communications facilities would be taken over for that period. In other words, if a raid on a major coastal city were precipitated, it is to be assumed that the military would take over every arm of communication, including telephone, telegraph, radio, aviation and police for the period of siege. By the same token, however, from the standpoint of efficiency, the present private personnel engaged in those operations simply would be mustered into service under direction of the military authorities.

Another possible development would be consolidation of operations wherever possible, so that centralized control and inspection could be invoked. For example, the major telegraph companies might be coordinated for operation from one central control. Whether there would be any shrinkage in broadcast operations, with the objective of easing the control aspect for national defense purposes, is highly conjectural.

### Amateur Orders

Text of FCC Order No. 72 of June 5 banning communication of 55,000 American amateurs with foreign stations:

Pursuant to authority contained in Section 303 of the Communications Act of 1934 and in accordance with Article 8, Section 1, General Radio Regulations (Cairo Revision, 1938) annexed to the International Telecommunications Convention (Madrid, 1934),

It is ordered, that amateur radio operators and amateur radio stations licensed by the FCC shall not exchange communications with operators or radio stations of any foreign government or located in any foreign country; provided, however, that this order is not intended to prohibit the exchange of communications between licensed amateur operators and licensed

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**FOR SERVICES** rendered in the advancement of radio to the benefit of France, as well as other nations, the President of the French Republic has conferred on David Sarnoff, president of RCA (left) the high decoration of Officer of the Legion of Honor, elevating him from the rank of Chevalier which he has held since 1935. Decoration was personally presented to Mr. Sarnoff by the French Consul General in New York, Count Charles de Ferry de Fontnouvelle.

## *Extension of Battleground in Europe Finds Networks Broadening Coverage*

ITALY'S entry into the European War June 10 produced a concentration of speeches broadcast by national leaders surpassing any time since Sept. 3, 1939 when England and France issued their declarations of war on Germany.

Beginning with Mussolini's proclamation of war at 1 p. m. (EDST), CBS, MBS and NBC brought to American listeners this speech, followed by those of Premier Paul Reynaud of France at 2:45 p. m., Alfred Duff Cooper, British Minister of Information, at 4, and President Roosevelt at 6:15. MBS did not carry the Reynaud address in the afternoon, but broadcast a recording of it at 9 p. m., together with recorded rebroadcasts of the speeches of Mussolini and others.

The Reynaud broadcast was the last from Paris, as the Government left the city for Tours accompanied by the radio correspondents. By the evening of the following day, June 11, however, channels for trans-Atlantic broadcasting from France were again available. Eric Sevareid participated in the CBS roundup from European capitals at 6:45 that evening and Paul Archinard's voice greeted NBC listeners a half-hour later. While details were not available, from the strength of the signals across the sea it was believed that Tours was now connected with France's regular international transmitter, over which the correspondents formerly reported from their Paris studios.

The change in Italy's status from neutral to belligerent has made no change in the Italian broadcasts from America on the shortwave stations of NBC and CBS. Both networks report that they consider their Italian news periods of even greater importance now, since news in Italy will probably be more rigidly censored than before and American radio provides practically the only means of getting an impartial and accurate picture of world events.

In New York, Mayor LaGuardia responded to the news from Italy by broadcaseting over the municipal station, WNYC, an appeal to the more than 1,000,000 New Yorkers of Italian birth or descent to observe strict neutrality. His brief address was recorded and rebroadcast later in the day by WOV, WEVD, WHOM and WMCA. New York stations broadcasting regular programs in Italian all reported to BROADCASTING that these programs will be continued, at least for the present, although those stations broadcasting news programs stated that the utmost scrutiny is given to every script and every broadcast to insure adherence to what has been approved.

Several station executives expressed the opinion that their audiences are Americans even though they may be more at home with Italian than with English, and that to discontinue the program service in that language would tend to alienate them.

# They Toe the Mark for Fletcher Wiley

## Sponsors Must Submit to Laboratory Composed of 3,500 Housewives

By DAVID GLICKMAN

**FIVE YEARS ago a man with an idea and without money approached KNX. He worked six months without a cent of pay, so convinced was he that housewives would take to a program protecting them from household frauds and phoney advertising. He set up a "testing bureau" of 3,500 housewives, and the ball started rolling. So did the cash, and Wiley recently signed a network contract augmenting his income some $100,000. He can afford to be choosy, and sponsors must toe the mark if they wish to be represented on any of his programs.**

ONE of the highest paid local radio personalities in the United States entered the big time April 29 to become one of the highest paid national radio figures when Fletcher Wiley, for five years a KNX, Hollywood, commentator, went on 36 CBS stations under sponsorship of Campbell Soup Co., for 52 weeks, Mondays thru Fridays, 2:30-2:45 p.m. (EDST).

Wiley, who continues to be heard 2½ hours daily, six times weekly, over the local station in the combined *Sunrise Salute* and *Housewives Protective League* participation programs, is reported to have received in excess of $50,000 yearly for the last two years from sponsors—local, regional and national—who have participated in these shows. It is said that sponsorship by Campbell Soup Co. will add nearly $100,000 to his annual income. Five years ago, Wiley smilingly admits, he would have had great difficulty in raising $100 cash.

### No Hokum

Wiley's skyrocketing rise into the highest income brackets of radio is a triumph of perseverance, endurance and his asserted policy of "no hokum in advertising". Born E. McIntyre de Pencier 44 years ago near New Orleans, Wiley is French-Irish in ancestory. Before entering radio he was a jack-of-all-trades. To a smattering of medicine and law, acquired through formal education, Wiley added "mucking in the mines, shipping on a freighter, sales work, working on a railroad and research in chemistry". In the latter he developed two processes now in general use by the food industry.

When he turned up at KNX for an interview with Naylor Rogers, then general manager, in August 1935, he was almost broke, but he had an idea. Briefly, the idea was the *Housewives Protective League*, a program built to protect housewives from fraud, deception, crooked rackets, magazine subscription rackets, shortweighting and false advertising. He proposed setting up a "testing bureau" consisting of 3,500 Southern California housewives who would pass on the merits of every product plugged on the program. Impressed, Mr. Rogers gave Wiley a daily half-hour spot, without salary.

The commentator went to it, and didn't hestitate for a moment to hit the rackets he promised to smash. When he found a food market was consistently shortweighting customers, Wiley named the culprit and warned listeners. As a result there were several convictions by the Los Angeles Bureau of Weights & Measures, and Southern California area markets are more honest today.

While listeners flocked to his banner, with fan mail exceeding that of any performer on the station, sponsors stayed away. No advertiser ventured to back Wiley. The idea seemed too new and radical for most advertisers. It was too uncertain a venture, they believed. Several proprietary advertisers offered to underwrite the program, but Wiley flatly refused. Six months passed, and still no sponsor, but the salaryless commentator chatted on, in his own particular way, about household problems and a variety of subjects of interest to the housewife, giving friendly advice and warning against frauds. How Wiley managed to eat during that period no one knows, but scores of apocryphal tales have sprung up. He laughs them off. Finally, just as his time on the station was to be preempted by some national spot business, Wiley secured a sponsor—Golden State Co., San Francisco, whose distribution of dairy products on the Pacific Coast is widespread. Golden State signed for two weeks participation in *Housewives Protective League*, but remained a sponsor for 20 months. The daily plug on that program was designed to develop leads for the firm's drivers, and the dairy company provided Wiley with a standard pamphlet offer to get names and addresses of interested listeners. Wiley drew more than 8,000 leads the first month. He averaged more than 5,000 a month for the subsequent 19 months that Golden State Co. underwrote him.

### And Now 25 Sponsors

That was the first of Fletcher Wiley's radio successes. It was first in a long series, a series almost unmatched by any other radio personality. Wiley's immense sponsor list now embraces more than 25 national, regional and local advertisers.

Currently such important national advertisers as Procter & Gamble Co. (Dash); Pillsbury Flour Mills Co. (flour); Manhattan Soap Co. (Sweetheart soap); La Mont Corliss & Co. (Nestle's Semi-Sweet Chocolate); Cudahy Packing Co. (Tang); Scott Paper Co. (paper towels); and 19 regional and local advertisers are among those buying three participations weekly in *Housewives Protective League*, Mondays thru Fridays, 3:20-4:15 p.m., and *Sunrise Salute*, which is heard Mondays thru Saturdays, 6-7:30 a. m. The participations are on an alternating basis, sponsors using one program every other day. Almost without exception these advertisers enjoy unparalleled success, which accounts for Wiley's renewal record—71% of all accounts re-signing for additional time on the combined programs.

Helms Bakeries, Los Angeles, the world's largest home delivery service operating more than 450 delivery trucks in Southern California, is one of Wiley's earliest consistent sponsors, and Paul H. Helms, president, is one of his staunchest rooters. Early in 1936 Helms Bakeries went on the *Housewives Protective League* in a brief test, and during the last four years has participated in that program and *Sunrise Salute* an average of 25 weeks yearly. Every day he is on the air for Helms, Wiley advertises some special item, and, according to executives of the firm, has done a better job than all other media combined.

**SHORTLY** after Fletcher Wiley was coerced into posing for this photograph in late April, he shaved off his beard. He doesn't approve of published pictures of himself. He believes that if a radio listener saw the picture, it would militate against him. Wiley maintains "no matter how handsome a commentator is, he never looks just like what women picture him to be. She doesn't like it because it limits her imagination. She may not listen."

As example, the average weekly sale of cookies for the six weeks before Wiley mentioning them on his programs in 1939 was 300 dozen per week. During the brief time they were advertised on the combined programs, the bakery company sold an average of 11,494 dozen cookies per week. Before Helms had started promoting its canned popcorn on the combined programs, the firm averaged $237 in sales per week. Sales jumped to $1,158 a week during the time Wiley plugged the product on his shows.

### A Bank's Story

Coast Federal Savings & Loan Assn., Los Angeles (banking service) was averaging $17,933 a month in deposits as results of other advertising media. When the organization in June, 1936, undertook participation in Wiley's *Housewives Protective League*, deposits started mounting and during that month averaged $136,395. At the peak of last year's investment period (July, 1939), Wiley shattered his own record in bringing in depositors. Joe Crail, president of the firm, in a letter commending the job done, said: "Your program reached its peak last month, July, 1939, during which we received $241,570. In addition to this, we received $115,235 from 'Radio, General', a large proportion of which can be attributed to your programs because the other two radio programs were very small and had very small results."

Within the last six weeks, Wiley has established another brilliant success for himself on behalf of a cooking ingredient manufacturer. The firm began a six times weekly participation in the combined programs about seven months ago. During his first three months of advertising the product, two 7 oz. packages of chocolate for 25 cents, Wiley concentrated on setting distribution. It went up from 20% to 90% during the campaign. Then he went to work on sales.

In the first quarter of 1940 Wiley's plugs, the only advertising used in the Southern California area, sold eight carloads of the products which brought $50,000 to the sponsor. But in the entire 12 months of the previous year only one carload, about $8,000 worth of the produce, had been sold in that area. In short, Wiley was selling the chocolate product 32 times faster than it sold before.

During the first two years on

(*Continued on page 46*)

# Reception of FM Over Long Range Is Shown by REL

### Trade Group Compares Signal Qualities at Demonstration

By BRUCE ROBERTSON

FIRST group demonstration of the comparative reception of frequency modulation and amplitude modulation broadcasts to be held some distance from the transmitting stations was presented June 10 by Radio Engineering Laboratories, pioneer manufacturers of FM broadcasting equipment, at the Henry Perkins Hotel at Riverhead, Long Island.

About 120 station managers, commercial managers and engineers, together with a score of station representatives, advertising agency executives and reporters, heard programs transmitted from FM stations at Alpine, N. J., 67 miles away air line; Meriden, Conn., 46 miles away, and Paxton, Mass., 104 miles distant, as well as from stations operating by AM in the usual broadcast band at distances ranging from 50 to 90 miles.

#### Day and Night Comparisons

Demonstrations were staged in both the afternoon and evening to show the effects of varying day and night transmission conditions on reception by each type of broadcasting. A special broadcast, originated at W2XAG, Yonkers, and relayed by W2XMN, displayed the faithful reproduction of music from piano, violin and steel guitar and of various sound effects given by the FM method of transmission. In the evening a concert from WEOD, Boston, was sent 43 miles to W1XOJ, Paxton, which rebroadcast it over the more than 100 miles to Riverhead. A soprano soloist and an organist again demonstrated the range of one which FM can transmit and receive without distortion.

Most effective, however, was the direct comparison possible during the evening, when W2XMN, FM station 67 miles away, and WABC, regular broadcast transmitter 84 miles away, were broadcasting the same program. The FM reception came through clearly while the AM broadcast was accompanied by a background of static. Only background noise occurring during any of the FM reception was an occasional slight buzz caused by ignition interference from the parking lot immediately behind the hotel, it was explained.

Frank Gunther, chief engineer of REL, opened the afternoon session with a brief history of FM development and an illustrated description of a number of the FM stations already in operation. Maj. E. H. Armstrong, inventor of the FM method, predicted that FM would make rapid progress "now that it has interested big capital." In the past three years, he said, FM has gone from scratch to its present stage, with 15 stations in operation and about 7,000 or 8,000 receivers in use, entirely on private capital. Displaying a photograph of a woodland scene, taken three years ago on the spot where the transmitter of W2XMN now stands, he stated that if FM could make the progress it has in the past three years, "no matter how large an estimate

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AMONG those present when the United Press bought breakfast for commercial managers of 31 stations broadcasting the *Esso Reporter*. The station men saw New York and the Fair June 7 as guests of Esso Marketers. Left to right: F. C. Sowell, WLAC, Nashville; Al Harrison, United Press; Royal E. Penny, WBT, Charlotte; George Trimble, Marschalk & Pratt agency, and William F. Malo, WDRC, Hartford.

# *Esso Holds Annual New York Meeting For Sales Managers of News Stations*

COMMERCIAL managers of 31 stations carrying *Esso Reporter* news broadcasts were entertained in New York June 7 by Esso Marketers, which each year acts as host to executives of the stations from Maine to Louisiana broadcasting Esso UP news four times daily. This sightseeing trip for station men is part of Esso's comprehensive program of promoting its broadcasts in every possible way to all those associated with the Esso news as well as to the general public.

#### UP News Film

Marschalk & Pratt, New York agency handling the Esso account, publishes from time to time a special house organ, giving latest information on Esso activities for the information of station personnel and dealers. Esso Marketers furnishes its dealers in all parts of the country with posters advertising the news programs, together with promotional material for distribution in local areas.

A special film showing how UP gathers news for the *Esso Reporter* is available for use at sales meetings. To promote the programs to the public, Esso carries out such merchandising stunts as the "baby contest" last New Year's, tying in with local banks in opening accounts for new babies—single, twins or triplets—born on New Year's Day.

#### Visit World's Fair

This year's trip for the commercial managers began with breakfast at the Cloud Club, atop the Chrysler Bldg., given by United Press. Officials of Standard Oil Co. of New Jersey, one of the companies forming Esso Marketers, welcomed the visitors informally at the Whitehall Club, after which they toured the Standard Oil development laboratories at Bayway, N. J. The afternoon was spent at the New York World's Fair, with dinner on the sky terrace of the Petroleum Industries Bldg., followed by a tour with newspaper editors of the General Motors Futurama. All expenses to and from New York were paid by Esso.

Present at the day's festivities were:

Standard Oil Co. of New Jersey—J. A. Donan, advertising manager, and J. A. Miller, assistant advertising manager, hosts; R. T. Haslam, general sales manager; J. E. Skehan, sales manager; L. E. Ulrope, W. R. Goodwin, R. N. Keppel, J. R. Riddell, K. E. Cook, D. F. Davis, R. M. Gray.

Guests from stations—W. E. Jackson, KDKA; S. C. Vinsonhaler, KLRA; J. A. Oswald, KTBS; Griffith B. Thompson, KYW; H. C. Burke, WBAL; Edgar H. Twamley, WBEN; Vincent F. Callahan and Frank Bowes, WBZ-WBZA, Boston-Springfield; Royal E. Penny, WBT; John A. Kennedy, WCHS; John M. Rivers, WCSC; L. T. Pitman, WCSH; Ray J. Jordan, WDBJ; Norman A. Thomas, WDOD; William F. Malo, WDRC; B. T. Whitmire, WFBC; Kolin Hager, WGY; William Fay, WHAM; G. Richard Shafto, WIS; H. Vernon Anderson, WJBO; William O. Tilenius, WJZ; F. C. Sowell, WLAC; E. E. Guernsey, WLBZ; R. B. Westergaard, WNOX; Richard H. Mason and Jack Field, WPTF; John H. Dodge, WRC; Hoyt B. Wooten, WREC; Barron Howard, WRVA; Arnold F. Schoen, WSYR; Ralph Hatcher, WTAR; A. Louis Read, WWL; John F. Thayer, WWNC.

NBC—Niles Trammell, William S. Hedges, J. V. McConnell, Sherman Gregory, Abe Schechter, Lee Wailes.

United Press—Edwin Moss Williams, A. F. Harrison, Webb Artz, Hartzell Spence.

Marschalk and Pratt—H. C. Marschalk, S. H. Giellerup, Curt Peterson, G. W. Freeman, E. J. Whitehead, G. L. Trimble.

## WHN Seeks 50 Kw.

WHN, New York, June 12 filed with the FCC an application for 50,000 watts on 1050 kc., contingent upon promulgation of the impending standard broadcast reallocation based on the Havana Treaty. Now operating on 1010 kc. with 5,000 watts local sunset, 1000 watts night, WHN, is earmarked for assignment as a Class I-B station on 1050 kc., assigned to Mexico as a Class I channel.

JAMES A. NOE, former lieutenant-governor of Louisiana and recent candidate for governor, who owns WNOE, New Orleans, and holds half interest in KOTN, Pine Bluff, Ark., heads a company applying to the FCC for a new 250-watt station on 1420 kc. in Monroe, La., his home town.

## Four-Way Tie Reached In Purina Contest Based On Chick Merchandising

RALSTON PURINA Co., St. Louis (poultry and livestock feed) has announced that four program and merchandising directors have tied for first place in the recent contest conducted in connection with *Checkerboard Time*, transcribed quarter-hour shows placed nationally. Basis of awards were letters relating how stations had merchandised a chick growing demonstration in which stations participated. Gardner Adv. Co., St. Louis, handles the account.

Tying for first place and each receiving equal cash awards were: J. A. Allen Jr., KGNO, Dodge City, Kan.; R. L. Longstreet, WFMD, Frederick, Md.; Eldon H. Shute Jr., WCOU, Lewiston, Me.; Edward Mullinax, WHMA, Anniston, Ala.

Other prize winners in the order of judging were: W. H. Siler, WSVA, Harrisonburg, Va.; R. C. Embry, WBAL, Baltimore; W. G. Ricker, WDEV, Waterbury Vt.; D. E. McCain, KOB, Albuquerque, N. M.; A. F. Bush, WGY, Buffalo; W. C. Forrest, WIBU, Poynette, Wis.; A. D. Pfaff, WHLS, Port Huron, Mich.; R. B. Westergaard, WNOX, Knoxville; R. Lewin, KRBA, Lufkin, Tex.; Buddy Bostick, KARK, Little Rock, Ark.; M. Hays, WIBU, Portage, Wis.; E. Mason, WLW, Cincinnati; T. Matthews, KMMJ, Grand Island, Neb.; E. E. Schwartz, KSYM, Mankato, Minn.; J. W. Mosher, WSNJ, Bridgetown, N. J.

## Citrus Campaign

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal., (dry pectin and powdered lemon juice), through Charles H. Mayne Co., Los Angeles, continuing its campaign which started April 15, is using thrice-weekly five-minute transcribed dramatized announcements on 31 West Coast stations during June and will continue using several of that list during July. Stations currently being used are KMJ KFSD KPO KBND KORE KFJI KMED KOIN KSLM KXRO KVOS KELA KHQ KVI KUJ KPQ KOH KGHL KGIR KRBM KPFA KFBB KGEZ KGVO KGCX KIDO KRLC KSEI KSL KDFN KWYO. To merchandise the series, the firm is offering an M.C.P. jelly-making set for three pectin box fronts and 25 cents, and a free can of powdered lemon juice. Transcribed announcements were cut by C. P. MacGregor, Hollywood transcription concern.

## Burns-Allen for Hormel

GEORGE A. HORMEL Inc., Austin, Minn. (Spam) on June 28 will conclude sponsorship of *It Happened in Hollywood*, five-weekly quarter-hour programs on CBS, and on July 1 will start a new series of weekly half-hour programs featuring George Burns and Gracie Allen on 60 NBC-Red stations. The new series will originate from Hollywood, and be heard Mondays, 7:30 p.m. EDST on 11 Eastern stations with a repeat at 10:30 p.m. Artie Shaw's band will be used. Last CBS broadcast of Burns & Allen for the present sponsor, Hind's Honey & Almond Cream, will be June 26, BBDO, Minneapolis, placed the account for Hormel which is for 52 weeks.

# "Sakes Alive, it's Fifty Five!"

# KOY PHOENIX

Always tops with Arizona listeners. Now tops on their dials as well.

# 550 KILOCYCLES

*full time*

**"If its on KOY—Its OK"**

Just write or wire Fred Palmer for information — or ask any John Blair man.

BURRIDGE D. BUTLER, *Chairman* **KOY** FRED A. PALMER, *Manager*

**PHOENIX, ARIZONA**

JOHN BLAIR and COMPANY, *National Representatives*

# Coverage of GOP Convention To Include Television Pickups

## RCA and Philco to Be on Job; Networks, Stations Schedule Coverage of Philadelphia Sessions

WITH sight as well as sound, radio will cover the 1940 Republican National Convention from opening gavel to finish, starting with pre-convention programs before the conclave formally goes into session June 24 in Philadelphia and continuing "for the duration". With all three national networks and four individual stations—WIP and WPEN, Philadelphia, and WLW-WSAI, Cincinnati—planning on-the-spot coverage, arrangements have been made with the Republican National Committee, through Wells (Ted) Church, GOP radio director, to accommodate some 170 radio representatives at the convention.

Highlighting radio's activities this year, NBC and Philco will cover various phases of convention activity via television for lookers in the New York and Philadelphia areas [BROADCASTING, May 15]. In addition, staffs including leading political commentators will be on hand to give word pictures of events as they transpire. The British Broadcasting Corp. also plans to carry several shortwave pickups of commentaries by their own observers. Convention pickups are expected to be available to Canadian listeners through the regular network service.

### Extensive Coverage

According to Mr. Church, elaborate plans have been made to accommodate broadcasting representatives in Philadelphia's Convention Hall. Engineers are expected to start installation of pickup facilities about June 15. Individual elevated booths for the three networks are provided at the rear of the huge stage. From these booths, which contain the control boards and other technical apparatus, radio coverage will be directed. Commentators are to be stationed along the front edge of the stage, behind the speaker's stand. Other radio men will be stationed on the floor of the hall with pack transmitters. All pickups from outside the booth will be handled from the booth, with network announcers there directing each pickup and getting a flashback before taking another.

The speaker's stand will carry only six microphones, all connected with the master controls in the booths. With 120 separate taps available from the master controls, all speech pickups from the stand will be available from this single sound source to radio, sound movies and the public address system. Each network will use two pack transmitters for floor pickups.

In addition to coverage of the actual meetings in Convention Hall, networks and individual stations are installing pickup facilities in various Philadelphia hotels — the Ritz, which will be network broadcasting headquarters; the Bellevue-Stratford, official convention headquarters, and WLW-WSAI, in the Ben Franklin, Taft-for-President headquarters.

According to present plans, networks probably will carry a half-dozen pre-convention programs, presenting party leaders and campaign managers. A few programs by local stations also may be broadcast before the conclave begins. Broadcasts from Convention Hall will start with the organization meeting and preliminary actions during the day June 24, and will gain stride with the keynote speech of Gov. Harold E. Stassen, of Minnesota, that night. Broadcasts from then on will include all nominating speeches, roll calls and the nominee's acceptance speech.

WPEN originations in Philadelphia will be fed to WOV, New York, and other Bulova stations.

Radio's representation of arrangers, commentators and technicians will be the largest ever assembled at any national convention. According to lists submitted to the GOP radio headquarters, the the participants will include:

CBS—Staff of 34, including Lawrence Lowman and Harry C. Butcher, vice-presidents; Paul W. White, director of public affairs; Elmer Davis, Albert Warner, Bob Trout and John Charles Daly, commentators; James Fleming and Jackson Wheeler, announcers; Henry Grossman, supervisor of engineers; John Fitzgerald, director of special events; Louis Ruppel, director of publicity.

MBS—Staff of 26, including Adolph Opfinger, program service manager; William B. Dolph, Washington representative; Quin Ryan, Dave Driscoll, Wythe Williams, Fulton Lewis Jr., Gabriel Heatter and Jerry Danzig, announcers and commentators; Jack Poppele and Charles Singer, engineering.

NBC—Staff of 43, including John F. Royal, Frank Mason and Frank Russell, vice-presidents; A. A. Schechter, Kenneth Fry and Kenneth Berkeley, executives; J. Harrison Hartley and Arthur Feldman, special events men; H. V. Kaltenborn, Raymond Clapper, John B. Kennedy, Baukhage, Earl Godwin and Lowell Thomas, commentators; George Hicks, Charles Lyons, Carleton Smith, Herluf Provensen, William Spargrove, Don Goddard, Fred Shawn and Amelia Unmitz, announcers; George McElrath, engineering supervisor.

WLW-WSAI — Staff comprising Peter Grant, Fred Thomas, Jim Cassidy, Elizabeth Bemis, Marsha Wheeler and Cecil Carmichael.

WIP—Staff of 13, including Benedict Gimbel, Jr., general producer and coordinator; Maj. Edward A. Davis, observer and analyst; Murray Arnold, program director; Edward Wallis, production director; Walton Newton and Bill Carty, announcers; Clifford Harris, technical.

WPEN—Charles Burtis, Richard Shipp and Russell MacLain, engineers; John Corcoran, Norman Jay, Lillian Slater, Ira Walsh, Sandy Guyer, announcers and detail.

NBC-Television—Staff of 23, including Alfred H. Morton, vice-president in charge of television; A. E. Cook, assistant; Thomas H. Hutchinson, program director; Leif Eid, C. W. Farrier and H. E. Kersta, producers; Ray Forrest and Jack Fraser, announcers; R. E. Shelby, chief television engineer; Harold P. See, technical director of outside events.

Philco Radio & Television Co.—Staff of 15, including E. M. Alexander, program director; W. N. Parker, technical director; A. H. Brally, Charles Stec and E. E. Maxham, technicians; M. A. Merryfield and F. G. Marble, announcers.

### GROSS' HOT RACE
### WHO Newscaster Makes Good
### Primary Showing

A RADIO newscaster—a neophyte in politics—gave Iowa politicians the scare of their lives June 3. H. R. Gross, former WHO, Des Moines, news commentator, ran the incumbent Gov. George A. Wilson a dangerously close second in the toughest Republican primary contest since 1934. While Mr. Gross has not yet made known his future plans, there has been some conjecture about his candidacy for the governorship on an independent ticket this fall.

Mr. Gross resigned as head of the WHO News Bureau two months ago after having served in that capacity for more than five years. He had been a newspaperman ever since graduation from Missouri State, save for a brief interval with the AEF in France. He had never been in politics except to "cover" for his readers or listeners.

Gross conducted his campaign entirely by paid commercials over WHO. He made no tours or personal appearances and kissed no babies. Politicians ranted and it is reported the press, with a few notable exceptions, criticized "The Voice". Despite the absence of a so-called political machine, with all but four precincts of the 2,450 in the State reporting, Gross rolled up 146,350 votes as against 163,937 for Gov. Wilson. The third candidate, Knudsen, had 21,021 votes. Gross carried 48 out of 99 counties and made a sensational showing in all but counties dominated by large cities.

### GOP Sights

RECENT demonstrations by RCA of large-screen television at Camden have led to belief that 4½ x 6 foot projection of visual pickups from the GOP convention may be demonstrated then. Standard television receivers also are to be installed in various places in Convention Hall, according to James L. E. Jappe, executive secretary of the GOP committee on arrangements. Weary convention-goers thus will be able to rest comfortably outside the auditorium itself without missing any of the action, as can newsmen who leave the floor to go to news offices in the basement, where other sets are being placed.

WHEN the circus came to Cincinnati June 8, Clair Shadwell, program director of WSAI, climbed into a howdah and described the grand entry parade from atop the broad back of an elephant, as shown here. WLW-WSAI carried five separate programs from the circus while it was in town.

## Rainey Named to Direct Fair Broadcasting Days

APPOINTMENT of William S. Rainey, former production manager of NBC, New York, as production coordinator for the observance of "Broadcasting Day" at both the New York and San Francisco World's fairs in August, was announced June 11 by NAB President Neville Miller.

**Mr. Rainey**

Tentatively set for Aug. 3 or Aug. 7, the "Broadcasting Day" observance will include dedication at the fairs of plaques symbolic of radio. Mr. Rainey will develop and coordinate the entire program, including a projected one-hour combined network program to originate in both New York and San Francisco, with possible pickups at other points [BROADCASTING May 15], June 1]. Possibility of President Roosevelt's participation in the "Rededication of American Radio" is foreseen.

The definite date has not yet been selected. The NAB Convention, however, occurs in San Francisco Aug. 4-7 and either Aug. 3 or Aug. 7 will fit into the Convention plans.

Mr. Rainey, now a free-lance program producer, was selected for the "Broadcasting Day" assignment by unanimous nomination of the network and NAB members of the special committee designated to cooperate with the World's Fair committees.

## Lever Canada Discs

LEVER BROS., Toronto (Pearl Soap) on June 10 started *Miss Trent's Children*, Monday thru Friday, quarter-hour transcribed, on CFRB, Toronto; CFPL, London, Ont.; CKLW, Windsor, Ont.; CBO, Ottawa; CKY, Winnipeg; and expands June 24 with CFCN, Calgary; CFAC, Edmonton; CJOC, Lethbridge, Alta.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CJAT, Trail, B. C. Account was placed by J. Walter Thompson Co., Toronto.

# In Summer—

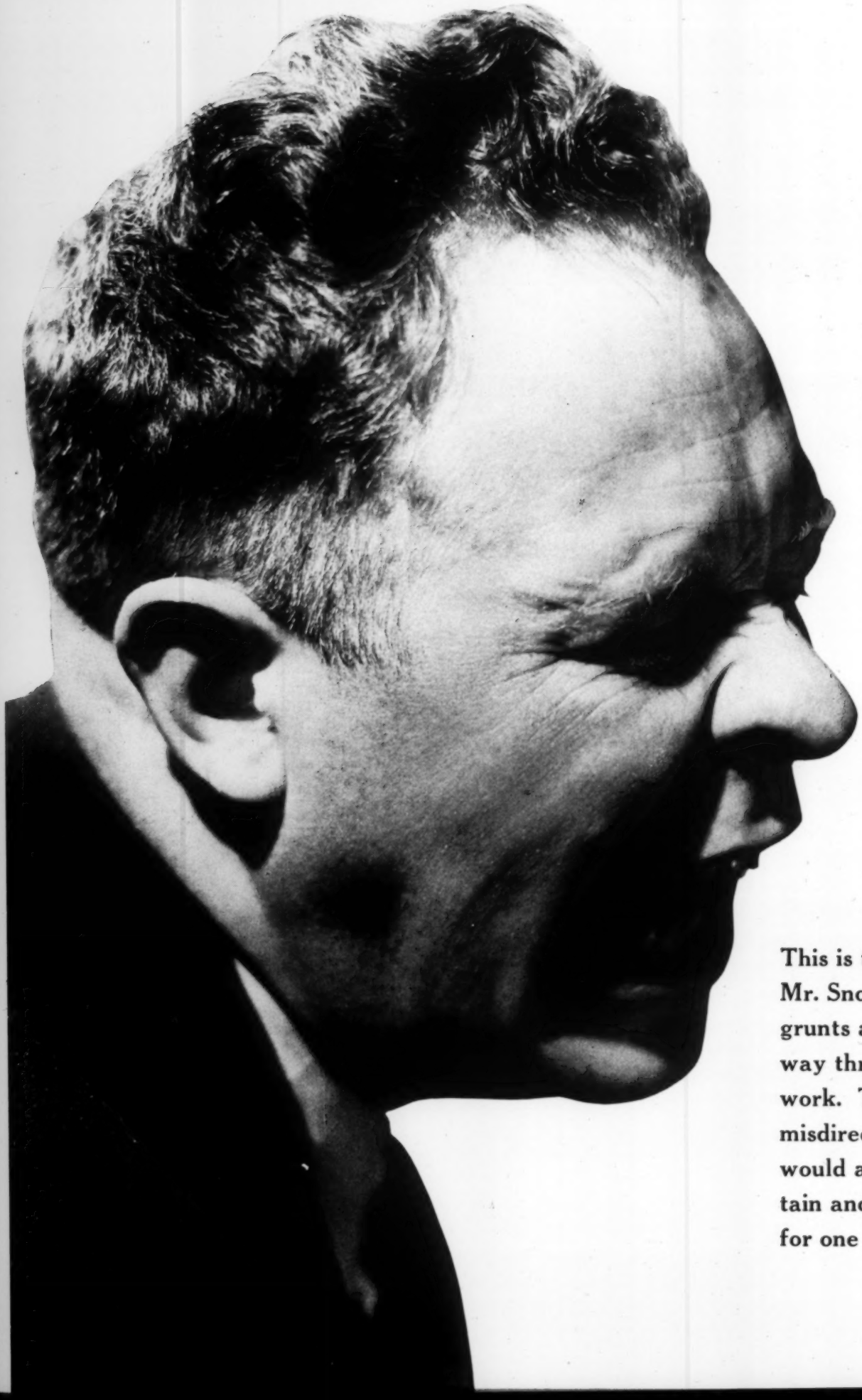
## COVER THE WATERFRONTS

Detroiters, like others, usually flee to watering spots—come summer. But Detroiters, unlike others, travel comparatively few miles. The same people who make up the rich Detroit and WXYZ market the year 'round, spend the warm months on the waterfronts of the Detroit River and the thousands of nearby lakes normally within the WXYZ circle. Naturally, these attractions bring visitors from other sections. That's all Bonus WXYZ summer coverage for the biggest Radio Dollar Value in this area.

National Sales Representative
PAUL H. RAYMER CO.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network



This is the memorable Mr. Snort. He fumbles, grunts and blasts his way through the day's work. The energy he misdirects in one week, would adequately sustain another executive for one year.

This is the cool paragon of directed, concentrated effort. By planning his work, he multiplies the energy brought to each task.

# the same goes for POWER!

EVERYBODY KNOWS THAT the easier a station is to get the greater is the possibility of more people listening to that station.

That's merely common-sense. But equally sensible is a fact that isn't always thought of—listeners find it easier to get WOR because its 50,000 watts are uniquely directed to reach more homes with radios—more powerfully—than any station anywhere.

For WOR's directive-array system concentrates its 50,000 watts on population centers—cities containing the most radio homes, not country corners. It tucks its power away from the ocean on the East and the sparsely populated portions of those states on the West. WOR's 50,000 watts are multiplied more than two times. They are specifically designed to reach the greatest group of listeners in America with the most power!

*that power-full station—*

# WOR

# Porter Is Named To Defense Post

### Becomes Executive Assistant Under Chester C. Davis

FIRST radio official to be drafted by the Government in its new national defense program was Paul A. Porter, Washington counsel for CBS, who on June 10 became executive assistant to Chester C. Davis, member of the Federal Reserve Board designated by President Roosevelt to serve on the National Defense Commission in directing national agricultural policy.

Mr. Porter

Given a three-month leave of absence from CBS to join Mr. Davis, Mr. Porter will headquarter at the Federal Reserve Board. It is understood he will serve only during the formative period, during which Mr. Davis, former administrator of the Agricultural Adjustment Administration, will mobilize agricultural forces in the unprecedented national defense planning. Mr. Porter was executive assistant to Mr. Davis in the AAA from 1934 to 1937.

President Roosevelt himself participated in the Porter appointment. On June 9 he addressed Harry C. Butcher, CBS Washington vice-president, in a personal letter expressing appreciation to the network for permitting Mr. Porter to accept the post.

In his letter to Mr. Butcher, carrying a "Dear Harry" salutation, the President wrote:

"I want to express to you, and through you to your associates of the Columbia Broadcasting System, my personal appreciation of your action in releasing Paul Porter to serve the National Defense Advisory Commission. I recall Mr. Porter's fine service with the Agricultural Adjustment Administration and I am sure he can do important work in this new field."

During his absence, Kenneth E. Raine, member of the CBS legal staff in New York, has been assigned to Washington. Mr. Raine is assistant to Joseph H. Ream, CBS general counsel. Mr. Porter joined CBS in February 1937, at which time he resigned from AAA.

Commenting on the move, Mr. Butcher said: "All of us in Columbia regret the temporary loss of the services of Mr. Porter but are proud and happy to cooperate in this way in the furtherance of national defense preparation."

## Retail Sales Manual

A MANUAL of *Simplified Sales Promotion for Retailers*, published by the National Retail Dry Goods Assn., New York [$1.50 to members, $2.50 to others], gives a brief resume of current promotion methods in the retail trade. Only six of 176 pages are devoted to radio advertising, with some of the prevailing methods of radio advertisers discussed briefly. Authors are Edward Kaylin, director of the NRDGA bureau of smaller stores, and Alan A. Wells, advertising manager, Kaufmann Department Stores, Pittsburgh, and formerly NRDGA sales promotion chief.

**POST MORTEMS** are bandied about in this sponsor-network group following the first San Francisco broadcast of National Lead Co.'s *Answer Auction* on KSFO, during the May sales meeting of National Lead dealers in the Palace Hotel. In the group are (l to r) R. P. Prentys, general manager, Pacific Coast division of National Lead; Greg Harrier, Pacific Coast advertising manager; Tom Breneman, m.c., of program; H. M. Jackson, northern division sales manager for CBS Pacific.

# Fly Named Principal Speaker As NAB Plans for Convention

### War Problems Assume Prominent Place on Agenda; Bylaws, BMI, Sales Questions to Be Discussed

FCC CHAIRMAN James Lawrence Fly will be principal speaker at the NAB convention in San Francisco Aug. 4-7, according to the tentative agenda. With war the salient topic of conversation, inside the industry and out, it is presumed the FCC chieftain will discuss radio and communications in the national emergency. He has not yet selected his subject, however.

An entire session of the convention—perhaps on the closing day—will be given over to a discussion of radio and the war. Special events directors of the major networks are expected to open this roundtable discussion. There also may be a speaker from one of the military departments on war developments and how radio can best cope with the emergency.

#### Changes in Bylaws

In advance of the convention, it is likely the membership will be circularized with proposed amendments to the bylaws. One of these probably will deal with a provision to enlarge the membership of the NAB board by three directors-at-large to be designated by each of the major networks. Such a move would eliminate the jockeying necessary in election of directors-at-large at the convention, so that each of the networks will procure representation on the existing board of 23 members. The plan is to increase the board membership to 26.

Another proposed amendment to the bylaws, it is expected, will cover admission to full NAB membership of commercial telecasters, FM broadcasters and others coming into the broadcasting field through scientific development.

As now written, the bylaws limit active membership to stations licensed for operation within the band 550-1600 kc., which is the standard commercial broadcast band.

Customary procedure of leaving the first afternoon free for group meetings, such as those of local, regional and clear channel stations as well as Independent Radio Network Affiliates and National Independent Broadcasters, will be followed under the tentative plans. The morning session of Aug. 5 will be devoted to opening formalities and annual reports of President Neville Miller and other officers. Chairman Fly, it is expected, will address the luncheon session of the convention on the first day.

#### Engineering Sessions

Because of widespread interest in television and FM, special engineering sessions also will be scheduled, probably early. An innovation may be the holding of breakfast meetings of various department heads of the NAB, so broadcasters can confer with them at appointed times.

Copyright and Broadcast Music Inc. will be accorded at least a full morning session. Tentatively it is planned to have President Miller and Merritt E. Tompkins, vice-president and general manager of BMI, give an accounting of the development of the wholly-owned industry music subsidiary.

#### Commercial Problems

The afternoon session of the second day, under the tentative plans, will be given over to commercial questions. The consumer movement probably will be discussed by guest speakers representing agencies and advertisers. Sales problems and revival of the proposal for reintroduction of a unit plan of volume measurement for the broadcasting industry also are slated for convention discussion. A definite unit plan, drafted largely by Paul F. Peter, NAB research director, will be presented.

C. E. Arney, assistant to the President of the NAB, reports widespread interest in the all-expense tours to the convention, arranged by NAB with a recognized travel agency. Advance reservation reports from San Francisco indicate a large attendance, he said. Headquarters will be at the St. Francis Hotel.

As usual, the convention will be preceded on Sunday, Aug. 4, by the NAB Golf Tournament for the BROADCASTING Magazine trophy. Entertainment includes events at the Golden Gate Exposition which will be in full swing during the convention. The annual banquet will be held the evening of Aug. 7 with special entertainment features, probably embracing a Gridiron Club type of satire on the industry.

## Radio Used Extensively In Recruiting Campaign

THE U. S. ARMY has planned extensive use of radio in its drive to bring the Army up to full peacetime strength as outlined in President Roosevelt's recent national defense message to Congress. Under the direction of Lieut. Herbert Chase of the New York recruiting office, special recordings seeking recruits were flown June 11-13 to airports throughout New York, New Jersey and Delaware for presentation to managers of local stations. The recordings, prepared by E. V. Brinckenhoff, New York, feature messages by President Roosevelt, Gov. Lehman of New York, Col. L. B. Macruder, John Gunther, Raymond Gram Swing, Dorothy Thompson and Bill Stern.

New York's independent stations have been cooperating with the recruiting drive with daily spot announcements, and some stations are presenting special weekly programs with the sole aim of enlisting men for the Army. Lieut. John J. Doerr of the Army Air Corps is giving weekly talks on WHN, New York; WINS, New York, features talks by leading authorities of the Air Corps and Army and Navy unions; Col. Frank Lamb of the Air Corps, and L. E. Neville, editor of *Aviation* magazine, and Assen Jordanoff, former test pilot, are featured on WOV, New York; WMCA, New York, has started a series of weekly concerts by the 16th infantry regimental band with speeches by prominent members from the political, army and industrial fields.

## Mountain Group Setup

NBC stations of the North Mountain Group, effective immediately, are no longer available individually but only as a group of seven, four of which being bonus outlets, according to Roy C. Witmer, NBC vice-president in charge of sales. Current contracts are not affected, but renewals starting 13 weeks or more from date of notification must include the full group. Renewal contracts starting prior to Aug. 26, 1940 can be renewed for a maximum of 52 weeks on the same basis. The group includes KIDO, Boise; KGIR, Butte; KPFA, Helena; KGHL, Billings; KSEI, Pocatello; KTFI, Twin Falls; KRBN, Bozeman.

# "My #8 iron taught me a swell lesson about radio"

**1** "That chip-shot to the pin is what counts. It can cut ten strokes from my score when it's working.

**2** "I may be hitting 'em a mile from the tee, but when I look up or rush my #8 iron—boy! I start chalking up even 6's!"

**3** "Broadcasting is that way, too. If I bang away with it at the whole United States it's like using wood for every shot.

**4** "Laying my sales messages right up to the pins where I sell—that's nestling a story right up to the prospects—the right prospects in the right places at the right times.

**5** "Choosing an appeal to suit a market—that's as vital as taking the right club!

**6** "SPOT RADIO"—there's the #8 iron of broadcasting! It lets you make the pay-off shots of national advertising. And oh, boy! how it cuts the score on the old budget!"

---

## SPOT RADIO

### turns local obstacles into local advantages

Because it is so flexible, SPOT RADIO lets you make an asset out of differences in climate, density of population, regional habits, time requirements and sectional tastes and prejudices.

More and more national advertisers are finding that they can buy as few or as many stations as they need, each at the best available time, with any type of program of any length—tying in with local drives, local campaigns, local sales plans—often at a saving, too.

**ANY TIME** **ANY LENGTH** **ANY WHERE**

*For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.*

★

## EDWARD PETRY & CO.
### INCORPORATED

*Representing leading Radio Stations throughout the United States—individually*

*Offices in:* **NEW YORK · CHICAGO · SAN FRANCISCO**
**DETROIT · ST. LOUIS · LOS ANGELES**

# Grants of Stations By FCC Ignore Economic Aspects

### Las Vegas and Grand Rapids Each Awarded Two Locals

ADDITIONAL extreme applications of the "survival of the fittest" theory of licensing broadcasting stations, upheld by the U. S. Supreme Court in the Sanders-Dubuque case [BROADCASTING, April 1], were seen in decisions of the FCC during the last fortnight in which it authorized two new local stations in Las Vegas, Nevada (1930 pop., 5,165) along with a second new local in Grand Rapids, Mich.

These dual grants, taken along with the recent granting of two new locals in Salisbury, Md. (pop., 12,000), one of which surrendered its construction permit because the town could not possibly support two stations [BROADCASTING, June 1], were seen by observers as an indication that the Commission is now ignoring entirely the economic issue when facilities are available for competing applications in the same community, however, small.

#### Two in Las Vegas

On June 5 the Commission announced it had granted Nevada Broadcasting Co. 100 watts night and 250 day on 1370 kc., and on the same day it granted Las Vegas Broadcasting Co. Inc. 100 watts night and 250 day on 1420 kc.

Nevada Broadcasting Co. is a partnership of George Penn Foster, Maxwell Kelch and Calvert Charles Applegate, all formerly employed by KFWB, Hollywood, and all having experience in both program production and engineering. After their case had been heard, Mr. Foster and Mr. Kelch became associated with KGDM, Stockton, Cal., while Mr. Applegate at last accounts was still with KFWB. They intend, it is understood, to proceed with the construction of the station, regardless whether their competitor also builds.

The Las Vegas Broadcasting Co. Inc. is 100% owned by Ernest N. Thwaites, son of a retired railroad executive residing in La Jolla, Cal. Young Thwaites was last reported as a member of the staff of KVSF, Santa Fe, N. M. Call letters assigned for the station are KFUN.

The two Las Vegas grants would give Nevada its first stations outside Reno, where KOH is now the only station in the State.

#### Second in Grand Rapids

The second Grand Rapids grant within a space of a week was made June 4, and covered a construction permit for 250 watts on 1200 kc., issued to Grand Rapids Broadcasting Corp. On May 28 the Commission granted Leonard A. Versluis, onetime part owner of WJIM, Lansing, a new station in Grand Rapids to operate with 250 watts on 1310 kc. [BROADCASTING, June 1].

Grand Rapids Broadcasting Corp. has four officers, with five stockholders each owning 20% of the stock. Officers are: Boyce K. Muir, president, local drug chain operator; Angus D. Pfaff, vice-president, now manager of WHLS, Port Huron, Mich.; Siegel W. Judd, secretary, attorney; Harrison L. Goodspeed, treasurer, local business man; Albert W. Birdsall, manager of the Keeler Brass Co., Grand Rapids.

Messrs. Muir, Judd, Goodspeed and Birdsall have subscribed to 25% of the stock each, but have agreed to assign 20% of their respective holdings to Mr. Pfaff in consideration for services rendered.

Recently [BROADCASTING, Nov. 1, 1939] the Commission also authorized two new stations on one decision day, Oct. 28, in Saginaw, Mich. One of the stations, WSAM, 100-250 watts on 1200 kc., made its debut June 1. The other, WHAL, 500 watts daytime on 950 kc., has not yet been built.

#### Morgantown Newspaper Grant

Other new station grants made public by the FCC include 250 watts on 1200 kc. in Morgantown, W. Va., issued to West Virginia Radio Corp. This grant was acted upon May 28 but was not announced until June 4 due, it is understood, to a tie vote on the newspaper-local monopoly issue. How the votes were cast was not divulged, but the grant was sustained. Stockholders are H. C. Greer, president, 20%, publisher of the *Morgantown Dominion News* and *Post*; Jane Greer, his daughter, vice-president, 20%, a student at West Virginia U; Mrs. Agnes J. Reeves Greer, his wife, secretary-treasurer, 60%. Call letters will be WAJR. Besides owning the newspapers, the Greers own the Greer Steel Co. and control the Preston County Coke Co. and Preston County Supply Co.

On June 4 the Commission granted Western Radio Corp. 100 watts night and 250 day on 1200 kc. for a new station in The Dalles, Ore. President and 50% stockholder is V. B. Kenworthy, now employed as a salesman at KSLM, Salem, Ore. Vice-president and 25% stockholder is Eva O. Hicks, with T. M. Hicks as secretary-treasurer and 25% stockholder. Mr. Hicks is president of the Salem Abstract Co. Call letters will be KODL.

# *May Network Receipts Continue Upward Reversing Customary Trend for Month*

REVERSING the seasonal trend, more network time was purchased by advertisers in May than in April by some $200,000. Combined May gross times sales of the major networks were $7,927,535, up 12.7% from the $7,034,350 billed in May, 1939. For the year to date the combined billings total $39,962,780, an increase of 15.1% over billings for the first five months of 1939, which totaled $34,705,375.

Individually, all networks showed gains over last year, both for May and for the five-month period, with MBS having the largest percentage increase in both classifications. Mutual's cumulative total gross time sales for January through May were $1,731,845 this year as compared to $1,396,049 last, an increase of 24.1%.

CBS maintained its place at the head of the list, which it has held consistently since the first of the year, with the largest gross time sales of any network, nearly a million dollars ahead of NBC-Red. The CBS cumulative five-month total was $17,313,159 this year, compared with $14,092,793 in 1939, an increase of 22.9%.

Gross billings for NBC's two networks so far in 1940 are $16,407,441 for the Red, which is 6.6% ahead of last year's $15,389,520, and $4,510,335 for the Blue, which is 17.9% in front of its 1939 gross of $3,827,013. For NBC as a whole, May, 1940, billings totaled $4,034,622, up 9% from the $3,702,102 billed in May, 1939. For the year to date NBC combined billings total $20,917,776, an 8.9% rise from last year's $19,216,533.

**Gross Monthly Time Sales**

| | 1940 | % Gain over 1939 | 1939 |
|---|---|---|---|
| **NBC-Red** | | | |
| Jan. | $3,496,393 | 8.9% | $3,211,161 |
| Feb. | 3,226,983 | 8.5 | 2,975,258 |
| Mar. | 3,338,440 | 1.2 | 3,297,992 |
| April | 3,128,685 | 8.7 | 2,879,571 |
| May | 3,216,940 | 6.3 | 3,025,538 |
| **NBC-Blue** | | | |
| Jan. | 908,815 | 10.5 | 822,739 |
| Feb. | 905,101 | 17.0 | 773,487 |
| Mar. | 965,904 | 10.7 | 872,860 |
| April | 912,833 | 34.0 | 681,413 |
| May | 817,682 | 20.9 | 676,564 |
| **CBS** | | | |
| Jan. | 3,588,989 | 34.2 | 2,674,057 |
| Feb. | 3,330,627 | 31.0 | 2,541,542 |
| Mar. | 3,513,170 | 20.1 | 2,925,684 |
| April | 3,322,689 | 16.4 | 2,854,026 |
| May | 3,570,727 | 15.3 | 3,097,484 |
| **MBS** | | | |
| Jan. | 317,729 | 0.8 | 315,078 |
| Feb. | 337,649 | 22.1 | 276,605 |
| Mar. | 390,813 | 27.3 | 306,976 |
| April | 363,468 | 38.4 | 262,626 |
| May | 322,186 | 37.2 | 234,764 |

## Editor Acquires WTSP

NELSON POYNTER, editor of the *St. Petersburg Times*, on June 4 was authorized by the FCC to acquire WTSP, St. Petersburg, from Pinellas Broadcasting Co., controlled by Sam H. Mann Jr., local attorney who established the station last November. WTSP operates with 250 watts on 1370 kc., and was purchased for $39,000. Mr. Poynter is part owner of the *Times*, which is controlled by his father, and will be sole owner of WTSP. He formerly was business manager of the Scripps-Howard newspapers, *Washington News* and *Columbus Citizen*.

NO. 1 PAPA in his realm is Gabriel Heatter, WOR-Mutual commentator and m.c. of *We, the People* on CBS, who recently was named "Radio's Outstanding Father" by the 1940 National Father's Day Committee. Posed in this domestic scene with Papa Heatter is Mrs. Heatter (center) and daughter Maida, a recent bride. The Heatter's also have a son, Bud, a 20-year-old who writes radio scripts and poetry.

## *NEWSPAPER-STATION ANALYSIS BY ANPA*

BASED on 942 replies to a questionnaire sent to all daily newspapers in the United States on March 1, the American Newspaper Publishers Assn. in a report to its membership discloses that 175 newspapers reported ownership or financial interest in radio stations. In addition, 104 reported affiliations with radio, such as the supplying of news to stations, exchanges of advertising for publication of programs etc.

The ANPA report contrasts with currently kept *Yearbook* file records of BROADCASTING, which show that as of June 10 exactly 277 broadcasting stations in operation or authorized for construction are identified with newspaper ownership in whole or part. These include ownership by newspapers in two or more stations and several stations awaiting FCC approval of transfer to newspaper interests.

The ANPA report showed that 331 of the responding newspapers do not publish radio programs, or publish them only as paid advertising; 487 publish programs but omit all trade names; 36 include trade names of advertisers in the newspapers; 70 include trade names when paid for; 20 include all trade names.

## Wilder Acquires WSYR, Sells WJTN to Mason

THE FCC on June 4 not only authorized Harry C. Wilder to acquire control of WSYR, Syracuse, but authorized his sale of controlling interest in WJTN, Jamestown, N. Y., to Jay E. Mason, of Bronxville, N. Y. Col. Wilder, owner of 27% of the stock of WSYR, has acquired the 52.2% interest held by his father, Mark S. Wilder. With his relinquishment of WJTN, which was sold for $30,000 [BROADCASTING, Jan. 1], Col. Wilder now controls, besides WSYR, the recently established WTRY, Troy, N. Y., and KEEN, Keene, N. H.

Mr. Mason, purchaser of Mr. Wilder's 80% interest in WJTN, formerly was with the McGraw-Hill Publishing Co., and during the last six years has been assistant to the vice-president of the Provident Loan Society of New York. He paid cash for the controlling interest. The other 20% is owned by Charles Denny, manager of the station.

## Dodge Using 100

DODGE BROS. Corp., division of Chrysler Corp., Detroit, on June 6 started its annual summer campaign for Dodge cars using a series of 20 one-minute recorded announcements on 100 stations throughout the country. Radio-Recording Division of NBC produced the recordings, ten of which feature Clem McCarthy, and ten a male quartette. Ruthrauff & Ryan, New York, handles the account.

## Insecticide Campaign

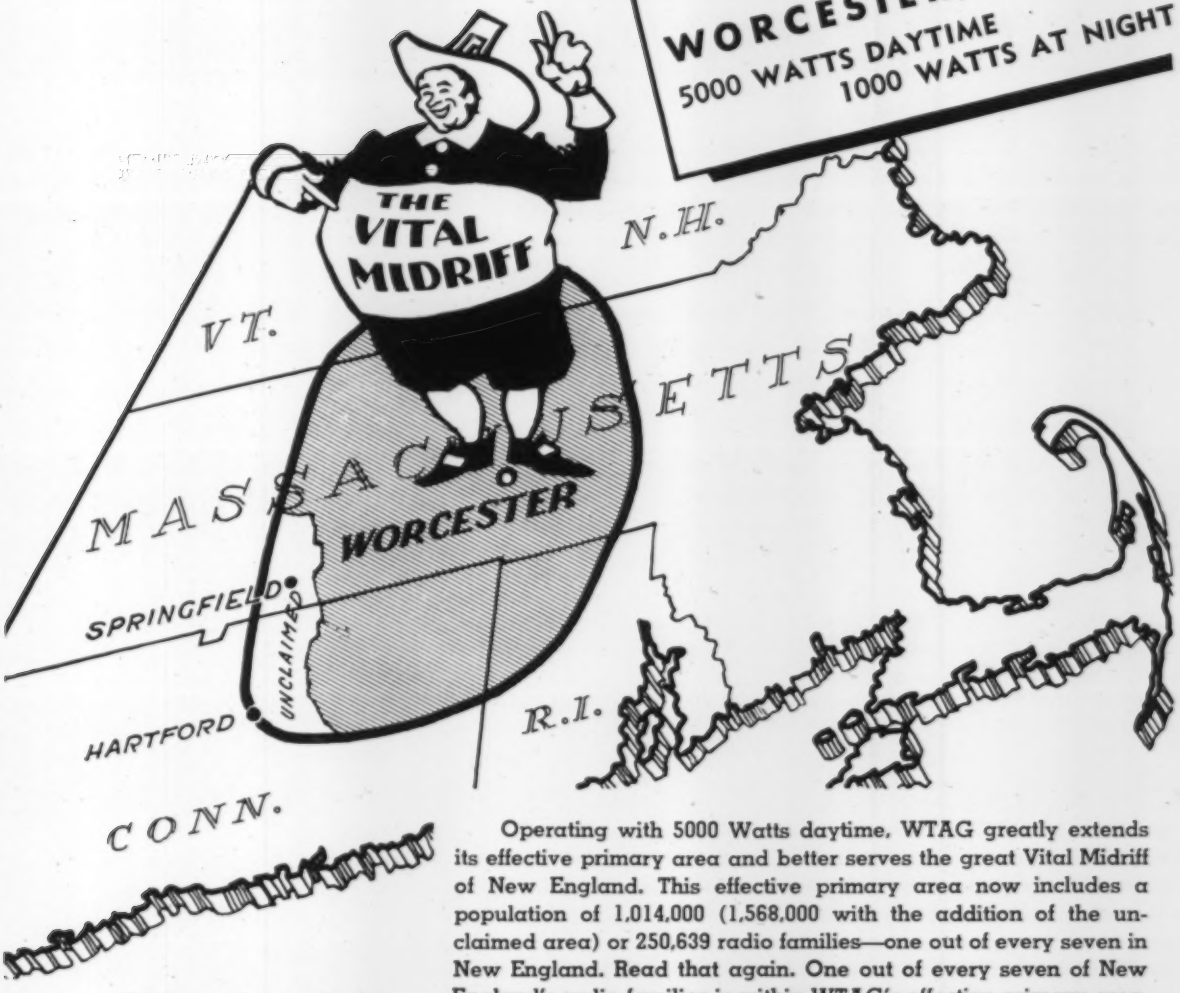
A. S. BOYLE Co., Jersey City, during the week of May 13 started 17-week seasonal campaigns for Fly Ded and Black Flag insecticides using thrice-weekly chain break announcements on eight stations throughout the South. Blackett-Sample-Hummert, New York, is the agency in charge.

# WTAG

*The Voice of Central New England*

**WORCESTER, MASS.**

5000 WATTS DAYTIME
1000 WATTS AT NIGHT




*(Primary service area based on .5MV/M contour as measured by Jansky and Bailey.)*

Operating with 5000 Watts daytime, WTAG greatly extends its effective primary area and better serves the great Vital Midriff of New England. This effective primary area now includes a population of 1,014,000 (1,568,000 with the addition of the unclaimed area) or 250,639 radio families—one out of every seven in New England. Read that again. One out of every seven of New England's radio families is within WTAG's effective primary area.

Most important of all, remember that WTAG, and WTAG only, provides primary service to all of the Vital Midriff — the profitable market of Central New England.

**NBC BASIC RED AND YANKEE NETWORKS**

**EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE**

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

# Death of Border Stations Seen When Havana Pact Is Effective

## Beteta Says His Nation Will Conform to Treaty; FCC Extends Station Licenses to Oct. 1

DISPELLING reports that high-powered Mexican border stations will remain in operation, Ramon Beteta, under-secretary of state of Mexico, told BROADCASTING June 11 in an exclusive interview that licenses of all such stations as a result of the Havana Treaty will expire when the pact becomes operative.

Leaving Washington June 11 after a month's stay in the United States, Mr. Beteta declared all preliminary matters incident to the treaty terms had been cleared and it was his definite understanding that such stations as the high-powered Brinkley, Baker and Carr Collins outlets along the border will stop operating as soon as the Continental reallocation is effected.

His statement came coincident with a formal announcement June 11 by the FCC that all broadcast licenses in this country had been extended from Aug. 1 to Oct. 1 to permit "further studies" of frequency assignments under the Havana Treaty. This new Oct. 1 date, however, has no relationship whatever to the effective date of the reallocation, which cannot conceivably be effected until late in the year or possibly early next year, in view of necessary diplomatic exchanges of allocation lists and other formalities.

### Will Adhere to Treaty

"While we experienced some trouble in procuring Senate approval of the treaty some months ago," Mr. Beteta asserted, "that body finally ratified the treaty and the ratification papers have been deposited in Havana. My impression is that as a result of the application of the treaty, so-called border stations, utilizing high power, will not be licensed in the future. Whatever the treaty provides on that score will be done."

Mr. Beteta explained that under the treaty high-power stations must be used to serve the nationals of the country to which they are allotted. As a consequence, all of the Class I-A and I-B asignments, with perhaps a single exception in Lower California, will be allocated to interior cities, he said.

"We do not like the border station situation," Mr. Beteta continued. "It is detrimental to the interests both of our country and of the United States to have border stations violating the Mexican laws and ethics."

Mr. Beteta asserted that border stations have circumvented the Mexican laws in the past but that under the Havana Treaty terms this would not be possible or countenanced. He said that present high-powered broadcasting stations may be supplanted by locals or regionals which conform with the treaty allocation terms, but not by high-powered outlets.

Mr. Beteta declared the Mexican Assn. of Broadcasters, headed by Emilio Azcarraga, head of XEW, Mexico City 50,000-watter, long has sought elimination of the border stations.

In its announcement June 11, the FCC stated it will announce later the procedure with respect to the licensing of facilities which will be available under provisions of the Havana Treaty. Another extension beyond Oct 1 is obviously expected, because the treaty cannot be made effective under its own terms on such short notice. Since Mexico deposited its treaty ratification in Havana March 29, the reallocation must become effective not later than March 29, 1941, or a year from the date on which the last of the four major countries on the Continent (United States, Canada, Mexico and Cuba) took final action.

### Licenses Extended

Preliminary thought has been given to a Dec. 1 effective date. The FCC staff, it is understood, has completed all preliminary phases of the technical work, adhering to the treaty terms. Despite this, however, some sentiment prevails on the Commission for radical deviation from the treaty terms, particularly in connection with clear channels.

The FCC stated in its announcement that its order automatically extends the expiration date of all licenses for which application for renewals have been filed. Modified licenses to cover the new expiration date will not be issued, it said. The announcement continued:

"Licensees who have not as yet submitted renewal applications are notified that in order to permit operation after Aug. 1 applications for renewal, based on the present authorized facilities, must be filed. However, if an application for renewal covering the period beyond Aug. 1 has been filed, it will not be necessary to refile such application under the provisions of today's order.

"Licensees are required to post the Commission's order attached to their licenses in accordance with the rules governing posting of licenses."

## New Shortwave Sponsor

FOURTH commercial shortwave series on NBC started June 12 when the Hotel Astor, New York, began a weekly program titled *Carnival de Broadway*, featuring music by Tommy Dorsey's Orchestra, and Alfredo Barrett, Spanish announcer, on NBC's two shortwave stations, WRCA and WNBI, 10:15-10:45 p.m. Other sponsors of regular shortwave series to Latin America are United Fruit Co. with seven Spanish news programs weekly; Waldorf-Astoria Hotel, weekly half-hour musical program; Adam Hats' sponsorship of prize-fights arranged by Mike Jacobs [BROADCASTING, June 1].

## THE BOMBS CAME
### And NBC Paris Staff Had a Narrow Escape

ALTHOUGH radio war correspondents have exposed themselves to danger during visits to the front with the various armies of Europe, NBC's Paris staff now has the unique and unpleasant distinction of having had the war come to it.

On June 3, when Nazi planes made their first bombing attack on Paris, a building adjoining the NBC offices at 15 Rue Poessin was demolished by bombs. The force of the explosion shattered all glass windows and doors in the NBC building, tossed the furniture about "as though a hurricane had struck it," and nearly floored Paul Archinard and his two assistants, Helen Hiett and Kay Herrick, although they were not injured.

Reporting the bombing in a broadcast a few hours afterwards, Archinard said people in the French capital had become so accustomed to air raid sirens that they didn't hurry to the shelters "as much as they will from now on". He admitted he had remained in his office instead of seeking a bombproof shelter, but emphatically declared he would not repeat that mistake.

In another eyewitness broadcast description of the raid later that evening, Miss Herrick described the damage done by the bombs, which had filled the street with masonry from the building they had wrecked. Aside from the breakage of glass, she said, NBC's only casualty was one typewriter, upon which a window had fallen.

## WSAM, Saginaw, Debut; WHAL Works on Plans

FIRST of the two newly-authorized stations in Saginaw, Mich., to go on the air is WSAM, 100 watts night and 250 day on 1200 kc., which made its debut June 1. The station shares time with WMPC, church-owned outlet in Lapeer, Mich. It is RCA equipped throughout and uses a Blaw-Knox radiator.

Frederic H. Shaffmaster, formerly with WMMN, Fairmont, W. Va., is manager and William Siegman, former chief engineer of WTOL, Toledo, and formerly with WXYZ, Detroit, is chief engineer. The station is owned by a group of local businessmen headed by Milton L. Greenebaum, merchant, who owns 35% of the stock [BROADCASTING, Nov. 1, 1939].

The other station authorized for Saginaw, granted last Oct. 26, or at the same time as WSAM, is not yet ready for operation. It is reported still seeking an approved transmitter site. It will be known as WHAL and will operate with 500 watts daytime on 950 kc. Its owners are Harold F. Gross, operator of WJIM, Lansing, and Edmund C. Shields, attorney and Democratic national committeeman from Michigan, each holding 45% of the stock.

SOUTHERN CALIFORNIA Sportscasters Assn., has been organized in Los Angeles, with Frank Bull, partner in the firm of Smith & Bull Adv. and a sports commentator, as president. W. R. (Bill) Schroeder, general manager of Helms Athletic Foundation, is secretary-treasurer. Membership is limited to sports commentators.

## NBC Recording Names Friedheim and Parsons To Eastern Sales Posts

ROBERT W. FRIEDHEIM, for three years on the sales staff of NBC's Radio-Recording Division, has been promoted to sales manager of the eastern division. Willis B. Parsons, formerly in charge of the network's institutional promotion and recently transferred to

Mr. Friedheim

Mr. Parsons

Radio-Recording to handle its promotion and advertising, has been named assistant sales manager.

Both promotions were announced June 3 by C. Lloyd Egner, manager of the division at a luncheon given by the division as a farewell tribute to Frank E. Chizzini who has left to become manager of the Central Division office of Radio-Recording in Chicago [BROADCASTING, June 1].

Friedheim came to NBC from his home town of Joplin, Mo., where he had been assistant manager of WMBH, following several years with the local newspapers. In his new position he will direct all sales activities of transcriptions in connection with advertisers and advertising agencies. Parsons, under the new arrangement, will take charge of the *Thesaurus* recorded library service.

## Luckies Renews Discs

AMERICAN TOBACCO Co., New York, on June 14 renewed for 13 weeks the New York section of its transcribed musical announcements on the hour for Lucky Strikes 150 to 12 times weekly on nine New York stations. The campaign started in Pennsylvania and New England May 15, and according to Lord & Thomas, New York, the agency in charge, a meeting will be held June 17 to discuss placement of the campaign on a national scale.

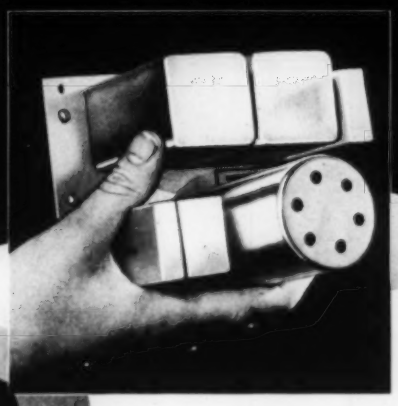
## Cracker Spots Planned

NATIONAL BISCUIT Co., New York, which recently renewed its series of *Make-Believe Ballroom* recordings with Martin Block on 19 stations for NBC bread, is considering a spot campaign for its cracker division to start later this summer on stations in the Midwest. No definite plans have yet been made, according to McCann-Erickson, New York, the agency.

## 'Mystery' to Return

STANDARD BRANDS, New York, on June 27 is discontinuing the half-hour dramatic program *I Love a Mystery*, heard on NBC-Red, Thursdays, 8:30-9 p.m. for Fleischmann's Foil Yeast. The program will return to NBC-Red Sept. 30 at a different time, Mondays, 8-8:30 p.m. with a repeat for the West Coast, 11:30 p.m.-12 midnight. Agency in charge is J. Walter Thompson Co., New York.

# AS SIMPLE AS...



**104B SINGLE STAGE PRE-AMPLIFIER: A HIGH QUALITY, COMPACT, FIXED GAIN UNIT**

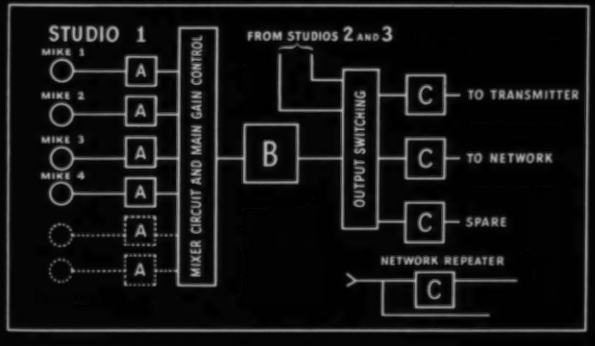
Gain . . . . . 28 db.
Frequency Response . Within ± 1 db. from 30 to 10,000 cycles
Input Impedance . . . 30 or 250 ohms
Output Impedance . . 30 or 500 ohms
Dimensions . . . . . 5¼" x 4⅞" x 6¾"
Power Supply: Obtained either from 105A or 106A Amplifier.

**105A THREE STAGE HIGH GAIN AMPLIFIER—WITH STABILIZED FEEDBACK**

Gain . . . . . 70 db.
Gain Control . . . . . Range 38 db.
Frequency Response . Within ± 1 db. from 30 to 10,000 cycles
Input Impedance . . . 30 or 600 ohms
Output Impedance . . 600 ohms
Distortion Level . . . less than 1% at 400 cycles for 20 db. output
Noise Level . . . . . —55 db. unweighted, —65 db. weighted at max. gain
Power Supply: Completely self-contained, operating from 105-125 volts, 50-60 cycle AC.

VU and plate meters available.

*Ask your engineer*
*how easy it is to fit these amplifiers into your speech input plans!*




**106A TWO STAGE LINE AMPLIFIER—WITH STABILIZED FEEDBACK**

Gain . . . . . 45 db.
Gain Control . . . . . Ranqe 38 db.
Frequency Response . Within ± 1 db. from 30 to 16,000 cycles
Input Impedance . . . 600 ohms
Bridging Impedance . 10,000 ohms
Output Impedance . . 600 ohms
Distortion Level . . . less than 1% at 400 cycles for 20 db. output
Noise Level . . . . . —60 db. unweighted, —75 db. weighted at max. gain
Power Supply: Completely self-contained, operating from 105-125 volts, 50-60 cycle AC.

**REMEMBER:** Western Electric's high quality, low initial cost, efficient and economical operation.

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# Radio Musters Own Staff of Foreign Correspondents

*ALTHOUGH they have frequently impressed working newspaper correspondents into service as broadcasters from points where the news was breaking, the major American networks for the large part are now depending upon their own staff reporters, most of them ex-newspaper men and women, for European coverage. In belligerent as well as the neutral countries, these radio correspondents are accorded the same status and privileges as newspapermen. In fact, they need additional facilities for broadcast originations, and these have usually been made available without much trouble by the various government-owned radio systems abroad. There have been amazingly few circuit breakdowns and the censors have been remarkably liberal with the men and women of radio whose reports are followed daily by millions on this side of the ocean. Sketches of most of the radio reporters whose voices are heard most frequently on the American networks are presented herewith.*

### PAUL ARCHINARD
**NBC-Paris**

Mr. Archinard

PAUL ARCHINARD was born in Paris of French stock in April, 1899. He came to the United States before he was five years old and returned to France in 1918 to serve in the Army. From 1920 to 1926 he was connected with the Paris purchasing office of Montgomery-Ward and also handled several other American accounts which necessitated wide travel. He was married in Paris and then returned to the United States. His two daughters were born in New York City in 1928 and 1930. Archinard originally joined NBC as assistant to Fred Bate, NBC representative in London, in 1934 but was sent to Paris a year later.

### FRED BATE
**NBC European Representative, London**

Mr. Bate

FREDERICK BATE was appointed European representative of NBC in 1932. Born in Chicago, Bate has resided in Europe since 1912, when he went abroad to study. In 1919 he became associated with the Reparations Commission, serving in Vienna as general secretary of the Austrian Section until 1921. He then returned to join the unofficial American delegation to the Reparations Commission, continuing in that capacity until the Commission was dissolved in 1930. He also served in 1939 as secretary to the Reparations Conference, generally known as the Young Committee. For two years prior to his appointment by NBC he was associated with the Paris branch of an American banking house.

### CECIL BROWN
**CBS-Rome**

THIRTY-TWO-year-old Cecil Brown, CBS correspondent in Rome, three years ago had a temporary job working the "lobster shift" in the CBS publicity department in New York. Born in New Brighton, Pa., Brown attended Western Reserve and Ohio State University, graduating in 1929. His first job was working for the *Youngstown Vindicator*, from which he went to the United Press on the West Coast. Other papers he worked on were the *Pittsburgh Press*, the *Newark Ledger* and the old *New York American*. He was at CBS during the summer of 1937 and then left for Europe where he started working for INS. He was in Rome working for INS when CBS signed him last January as its fulltime correspondent.

### ERLAND ECHLIN
**CBS-London**

Mr. Echlin

FOR 10 years Erland Echlin has been covering England, France, Central Europe, Germany and the Balkans. Since 1938 he has directed a staff of 20 correspondents for *News Week*, working out of London. Previously he had worked for the *Toronto Star*, *Chicago Times* and other papers. He contributes frequent articles to British magazines. An American, he is married and has two children. His family recently moved to Canada.

### EDWIN E. HARTRICH JR.
**CBS-Berlin**

Mr. Hartrich

EDWIN E. HARTRICH Jr., now broadcasting from Berlin as assistant to Bill Shirer, was the CBS correspondent in Helsinki and later served in the same capacity in Belgium. He was in Amsterdam when Holland and Belgium were invaded and he remained in that city, sending reports to CBS headquarters in New York by cable when radio facilities were refused. When the Germans entered Amsterdam, Hartridge was unable to communicate with the outside world. CBS instructed Shirer to make every effort to trace Hartrich. Shirer's cable was delayed, and before it was received CBS officials were surprised to hear Hartrich talking on cue channel on the morning of May 22. Hartrich is 28. He was educated at Loyola High School, Notre Dame University, and then took a special course in journalism at the Medill School in Chicago. His first job was with the General Press Assn. in Washington. After four years at that work, he sailed for Europe. In London, he was employed by *Time* Magazine. About a year afterward, he went to Paris as a member of the staff of the *New York Herald-Tribune*. His first news broadcasting was done for that newspaper from the French capital. Shortly afterward he accepted an offer from CBS to go to Helsinki to cover the fighting between Finland and Russia.

### MAX JORDAN
**Central European Representative, NBC**

Mr. Jordan

TRULY a "citizen of the world" is Max Jordan, who directs NBC's Central European staff from his headquarters in Switzerland and does a lot of broadcasting himself. As a writer, photographer, lecturer and broadcaster, he has visited nearly every corner of the world. His command of languages makes him of inestimable value not only as a broadcaster but as an arranger of broadcasts. A naturalized American citizen, Max Jordan was born in San Remo, Italy, in 1895, of Austrian-German-French ancestry. He grew up in Italy, Germany, Switzerland and France. While still a high school student in Italy, he decided to become a journalist, but after taking degrees at Frankfort, Jena and Berlin, including a Ph.D. in philosophy, he decided to devote himself to religious philosophy. He studied ancient theologies of the Orient, adding Arabic, Hebrew and Persian to his store of languages. Failing to get a professorship in 1920, he went into newspaper work in Berlin, later joining the Hearst foreign service, then free-lancing around the world. In 1931 he became Washington correspondent for the *Berliner Tageblatt*. After some years at that post and in further travel, NBC appointed him its European representative—first to go abroad for an American radio network. His long service entitles him to the soubriquet "dean of American radio reporters abroad."

### WILLIAM C. KERKER
**NBC-Berlin**

BILL KERKER is a 25-year-old New Yorker who has been studying engineering at the Berlin Institute of Technology since 1938. He is still pursuing his studies between broadcasts. His particularly lucid accounts of the machine-like tactics of the German Army are probably traceable to engineering knowledge.

Engaged by Max Jordan last February to handle the Berlin assignment, NBC's young correspondent was qualified by knowledge of languages and European experience. He first went to Europe to study at age 10. Returning to America in 1932, he worked at various jobs until he went back to Germany two years ago. He had had no previous radio or newspaper experience, but quickly adapted himself.

### LARRY LESEUR
**CBS-Royal Air Force**

Mr. Leseur

ASSIGNED AS CBS correspondent with the Royal Air Force in France, Larry Leseur has been broadcasting from both London and Paris as his work with the British forces required. He has told about constant air-raids, about the blood-curdling wail of the sirens. He described being in a cellar with a wounded German parachutist and said that the latter trembled as the bombs exploded nearby. Leseur gave an account of a visit to the Royal Air Force headquarters somewhere in France. He said there were none of the comforts that Leseur had seen earlier in the war. He sat down to a lunch of stew with the fliers—in a clump of birch trees that shielded their planes from German bombers. Leseur was graduated from New York University in 1931. Later he was with the United Press, with which organization he remained for six years.

### VICTOR LUSINCHI
**MBS-French Army**

AS MUTUAL'S representative with the French Army, Victor Lusinchi is covering not only front-line news but events direct from French General Headquarters. He joined the Paris office of the British Exchange Telegraph in 1934, and became first assistant to the chief correspondent in 1936, holding that position until September, 1939. He has been a member of the Anglo-American Press Assn. of Paris since 1934 and of the Assn. of Journalists Accredited to the League of Nations since 1935. Lusinchi was appointed Mutual's representative with the French Army by Waverly Root, Mutual's Paris representative.

### ARTHUR MANN
**MBS-London**

Mr. Mann

ARTHUR MANN, Mutual's correspondent with the British Army, is now reporting from London. He has had an extensive newswork background: Began with the Washington bureau of the United Press; covered deportation of anarchists during World War I and was then transferred to London; joined the *Chicago Tribune* foreign news service in London; served with the London and Berlin bureaus of the old *New York World*; the London staff of the *New York Herald-Tribune*; then two years in the New York office of the *Herald-Tribune*. He returned to London two years ago as correspondent of the *St. Louis Post-Dispatch* and *New York Times*, and a number of American financial and economic journals. He joined Mutual's foreign service when England declared war on Germany.

### EDWARD R. MURROW

**CBS-London**

**Chief of CBS European Staff**

EDWARD R. MURROW'S daily broadcasts require a daily working schedule of 16 hours and occasionally longer. Before the declaration of war required Murrow's presence in the British capital, he covered a large part of Europe for CBS. He reached Vienna in time to describe the Anschluss in 1938, by chartering a 23-passenger airplane in which he was the sole passenger. Murrow took over the CBS European staff directorship after serving as the CBS director of talks. Prior to that he had been assistant director of the Institute of International Education. He is 36 years old, a native of Greensboro, N. C. He is a graduate of Stanford, University of Washington and Washington State College. With James T. Shotwell, he was the author of *Channels of International Cooperation.*

Mr. Murrow

### WAVERLY ROOT

**MBS-Paris**

WAVERLY ROOT, Mutual's Paris representative, has been a European correspondent since early 1927 when he covered his first story for the European edition of the *Chicago Tribune*, the arrival of Lindbergh. For eight years he was with the *Chicago Tribune*. When this paper sold its Paris edition to the *New York Herald - Tribune*, he moved to the Paris office of the United Press. He remained with this bureau for three years, becoming Paris correspondent for *Time* in 1938. Since January, 1939, he has been engaged as Mutual's Paris observer.

Mr. Root

### ERIC SEVAREID

**CBS-Paris**

ONE of the CBS correspondents in the French capital is Eric Sevareid, who on several occasions has left Paris to make special broadcasts from advanced military posts. Although only 29, Sevareid has had a good newspaper background. While his colleague, Thomas B. Grandin, was in the Near East, Sevareid handled all the Paris broadcasts. He says that although a radio corspondent nowadays in Europe may have to work more than 96 hours a week, he would not change jobs with anyone. Sevareid is a graduate of Minnesota U. He worked on the *Minneapolis Journal* for three years and subsequently went to the London School of Economics. His journalistic work was climaxed by being city editor of the *Paris Herald.* His wife is the former Lois Finger, librarian of the American Library in Paris.

Mr. Sevareid

### WILLIAM L. SHIRER

**CBS-Berlin**

SINCE the hostilities in Europe, William L. Shirer has been the regular CBS Berlin correspondent. When an emergency arises he journeys wherever the story is breaking in Germany—the authorities willing. He has interviewed a number of German Army and Navy officers, has described conditions within the Reich, followed troops to Brussels, watched the Scheldt offensive from a point a mile ahead of some of the artillery batteries, and had a narrow escape from death during the bombing of Aachen. He also covered the Czech crisis. Notwithstanding his many exciting experiences, he seems to be worried most by the difficulty of finding his way through the black-out streets of Berlin, and also by the question of the citizenship of his little daughter, born in Vienna during the Anschluss. His wife was formerly an Austrian newspaper woman. Shirer is 35. After graduation from college, he joined the Paris edition of the *Chicago Tribune*, with which he remained for six years, covering news in London, Paris, Rome, Vienna, Geneva, Berlin and Madrid. He was also sent to the Near East several times. In 1934 he joined the European staff of the *New York Herald-Tribune* and later went to the German capital for Universal News Service. He joined CBS in 1937.

Mr. Shirer

### JOHN STEELE

**MBS-London**

JOHN STEELE is chief of Mutual's London and European bureau. A veteran newspaperman, he began his career on the old *New York Herald* in 1890 and was on the staff of that newspaper for more than ten years. Later he was a reporter on the old *New York World*, night editor of the former *New York Commercial* and commercial editor of the *New York Times*. After going to Europe for his health, he became a member of the *London Daily Express* staff and was correspondent for a number of American newspapers. Later he was managing editor of the Curtis Brown News Bureau, a syndicate service for many American papers. Then, 16 years ago, he became head of the *Chicago Tribune* London Bureau. Soon after the Mutual network was organized, he was appointed London and European representative.

Mr. Steele

### SIGRID SCHULTZ

**MBS-Berlin**

SIGRID SCHULTZ is chief of the Berlin bureau of the *Chicago Tribune* press service and Mutual's newscaster from the German capital. She studied international law at The Sorbonne in Paris and speaks five languages with equal facility—English, French, Polish, German and Dutch. She was in Germany during World War I and joined the *Tribune* staff in Berlin after the Armistice, becoming interpreter and secretary for Richard Henry Little, then the paper's Berlin correspondent. Appointed chief of the bureau in 1925, she has dispatched first-hand accounts of practically every important development in Germany's history since that time. Her contacts among high officials of the present German regime have enabled her to provide a coverage of the news in Nazi Germany which is thorough and authoritative. She added her radio duties in September, 1938, during the Munich Conference.

## SLEEP IS SCARCE
### For War Reporters Abroad, but Pay Is Prompt

TOUGHEST job of a radio war correspondent is to find time to sleep, according to reports of NBC's representatives abroad, made during a four-way conversation between New York, London, Paris and Berlin and broadcast on NBC-Red on June 9. Describing their lives in the wartime capitals and how they cover the news for NBC were Fred Bate in London, Paul Archinard in Paris and William Kerker in Berlin, with Ben Grauer asking questions from New York.

If a man can get five hours sleep a night he's lucky, all the correspondents agreed. Kerker said that on his recent trip to the front with the Nazi Army he had a total of 21 hours sleep in a week. Bate added, however,—that under the present tension sleep does not seem as necessary as—under normal conditions. Asked about recreation, they all agreed that there was no time for any playing these days. A 10 p.m. broadcast in New York keeps them up until 3 a.m. and a midnight show until 5, they explained, and they've got to be on the job at 9 in the morning to catch up with the news before attending the morning press conferences with Government and military officials.

#### Censorship Bars Ad Lib

Censorship continues much as before, they stated, although Archinard said that in Paris it has been speeded up so that it now takes only about 10 minutes to get a script through censors. Matters of military information which might be of value to the enemy, weather news, and the whereabouts of high officials continue to be taboo on the air, and all scripts must be written out. Each of the trio declared that no ad libbing was permitted, although in answering questions asked by the others and by Grauer in New York they were apparently doing just that as they denied its possibility. The broadcast ended on a bright note as they all acknowledged the regular receipt of their pay checks from New York.

## Ybarra for Gunther

T. B. YBARRA, journalist and author, on June 6 joined the NBC staff of news commentators and is heard daily except Sunday in the 10 p.m. news period on NBC-Blue, replacing John Gunther, who is returning to Europe. An authority on Latin America, Mr. Ybarra is the author of *America Faces South* and has traveled extensively through Europe and the Near East as a magazine and newspaper writer.

## CBS Appoints Taylor As Grandin Successor; Breckinridge Also Quits

TWO resignations from the CBS staff of foreign reporters were announced June 12 by the network, Thomas Grandin leaving his Paris post and Mary Marvin Breckinridge quitting her roving assignment. Edmund Taylor, member of the *Chicago Tribune* Paris bureau since 1928, was named Grandin's successor. He has covered every country in Europe, serving there since 1928 when he left St. Louis newspaper work.

Mr. Grandin

Mr. Grandin had represented CBS in Paris since the September day in 1938 when he described in a special broadcast the tension of people in Paris during the Czech crisis. His vivid broadcast brought him an immediate CBS assignment. Last January he journeyed to Belgrade to cover the Balkan Conference. While there he met and married Natalie Parligras, official broadcaster of the Yugoslav Government. They were sent on a combination honeymoon and newsgathering expedition to Bucharest and Ankara before returning to Paris.

Miss Breckinridge announced her resignation with this cable from Geneva: "Farewell Columbia. Have enjoyed working with you. Now leave gladly to marry Jefferson Patterson, first secretary of the American embassy in Berlin. Announcement publishable June 12. Columbia gets credit for engagement for making winter meeting Berlin." She is a social registerite, Vassar graduate, explorer and photographer. Among broadcasts on her roving assignment was description of the funeral of *Altmark* victims and evacuation of school children from London. The London program was heard by Edward R. Murrow, chief of the CBS European staff, who promptly signed her for the CBS European staff.

Miss Breckinridge

#### Swing Not to Act

BECAUSE of his heavy broadcasting schedule, Raymond Gram Swing, MBS news commentator, has declined Sinclair Lewis' offer to play the leading role of Doremus Jessup in Lewis' summer theatre presentation of "It Can't Happen Here". Mr. Lewis said Swing exactly typified Jessup as he visualized him and was willing to rewrite the play so that Swing could broadcast his news programs from the stage of the theatre. This too was impossible, since Swing writes every line of his material, a 12-hour-a-day job.

#### UP War Maps

UNITED PRESS is distributing to its station subscribers war maps of Scandinavia, Holland, Belgium, England and France to enable news staffs to keep up with latest developments as reported in UP dispatches. The maps, which show in detail fortifications, air and naval bases, natural resources and communication lines, also are being distributed by the stations to listeners upon request.

# Schools Planning FM Applications

## Radio Praised for Assisting Federal Education Work

IN ADDITION to the non-commercial educational broadcast stations on ultra-high frequencies licensed in New York and Cleveland, 17 other city school systems and colleges plan to apply for frequency modulation stations, Jay Clark Waldron, station relations director of the U. S. Office of Education, June 1 told the Fourth District Meeting of the NAB at Greensboro, N. C.

Reviewing radio work of the Office of Education, now threatened with termination because of failure thus far of Congress to allot necessary funds, Mr. Waldron urged a "continuation of a partnership of radio and education". He paid tribute to NBC, CBS and the NAB for their cooperation with the Government's educational work. Praising also individual stations which have cooperated with the Office, he said a great deal of credit is due such local radio leaders as Maj. Edney Ridge, manager of WBIG, Greensboro, who has "aided in advancing radio and education as a means of perpetuating fundamental freedoms".

### Script Exchange

Without the cooperation of radio, Mr. Waldron said, the Office of Education could not have accomplished its task of extending the boundaries of education. He urged a cooperative education-radio attack on the "fifth column of ignorance".

About 40% of the stations have availed themselves of services of the Educational Radio Script Exchange of the Office of Education. Through this exchange in four years local groups have been supplied with 240,260 radio scripts which were originally broadcast over networks and local stations by about 214 organizations. The script exchange catalog lists 513 different scripts ranging from biography through music appreciation to wild life, he said.

The Office of Education is now assisting school systems and colleges in making applications for FM frequencies, in line with the recent ultra-high frequency allocations [BROADCASTING June 1] which set aside a 1,000 kc. band (42-43 mc.) for non-commercial educational stations.

### Calls for New Stations

CALL letters assigned for recently authorized new broadcasting stations [BROADCASTING, May 15, June 1] have been announced by the FCC as follows: WCED, DuBois, Pa.; WDAK, West Point, Ga.; WBML, Macon, Ga.; WCBI, Columbus, Miss.; WBRW, Welch, W. Va.; WFPG, Atlantic City; WGGA, Gainesville, Ga.; WSTV, Steubenville, O.; WLAV, Grand Rapids, Mich.; KWLM, Willmar, Minn.; WFHR, Wisconsin Rapids, Wis.

WESTINGHOUSE E. & M. Co., has installed several of its new fulchronograph magnetic surge recorders at various points over the country in connection with experiments and lightning research being carried on by the company. Gilbert D. McCann, Westinghouse lightning engineer, on June 5 supervised installation of four of the surge recorders, designed to measure the current in direct lightning strokes, at the WHK-WCLE antennas near Cleveland.

### Worcester FM Ready

W1XTG, new FM station licensed to the *Worcester Telegram-Gazette*, will start operating June 17, according to an announcement by E. E. Hill, general manager of WTAG, also operated by the newspaper. With transmitting facilities in Holden, Mass., the new FM outlet, using REL equipment, will be on the air from 6:30 a.m. to midnight and will carry the same schedule as WTAG.

GENE W. LATHAM, previously metropolitan sales manager of Allen B. DuMont Laboratories, has joined American Television Corp., New York, as general sales manager.

### Largest Family

WPEN, Philadelphia, is conducting a search for the city's largest family as a promotion for the Women's Republican Club of Pennsylvania, sponsoring the Barker Bros. Circus & Rodeo, June 15-22. First prize of $25 in addition to admission to the circus for the entire family goes to the largest family found, with a second prize of free admission tickets. Spot announcements herald the station's search.

# *FCC Meets Delay in Drawing FM Rules, Plans to Have Data Ready in Fortnight*

UNABLE to prepare detailed rules and regulations and engineering standards to govern the new FM allocations by June 15, the FCC now hopes to have the preliminary data in readiness within a fortnight, paving the way for filing of formal applications in the new commercial broadcast realm.

The FCC already has dismissed without prejudice the nearly 150 applications filed for FM facilities, which came coincident with its action May 20 in setting aside a sufficient range in the ultra-high frequency band to accommodate a virtually unlimited number of FM stations [BROADCASTING, June 1]. The rules and regulations will specify procedure to be followed by applicants seeking facilities, together with engineering standards.

All applicants also probably will be required to file the new FCC station application form (301) used for standard broadcasting, which requires full disclosures by applicants of personal financial background, along with character, citizenship, and other information.

### More Than Power

If the FCC follows its original intentions in FM allocations, power, as such, will become a misnomer. Stations will not be judged by power at all. Instead, stations will apply for facilities designed to cover specified area in square miles. Since power is only one of three factors in determining such coverage on the ultra-highs and since the frequencies available for FM are all of about the same relative value, the new determining factor probably will be expressed in square mile coverage.

In other words, an applicant, based on the engineering standards, will apply for a station which will cover a given area to be determined primarily along the lines of metropolitan trade areas. Power plus antenna height plus antenna efficiency are the combined factors which determine coverage.

The FCC also has indicated that it proposes to license FM stations which will be horizontally competitive in the same area. Thus, instead of differentials in coverage, by virtue of power and frequency, as exist in the present broadcast band, FM stations in the same city all will be licensed with the objective of having them cover the identical area. This presupposes that rural coverage will continue to be provided by clear channel stations and by established standard broadcasting stations having some secondary coverage.

The FCC engineering department under Chief Engineer E. K. Jett, who was largely responsible for development of the FM allocations, and Andrew D. Ring, assistant chief engineer for broadcasting, is now developing the proposed rules and engineering standards, with action asked for during the week of June 17. Full Commisison action, of course, will be required before the new rules are promulgated, paving the way for influx of new FM commercial applications.

## Howard J. Tyzzer Named As Head of Finch Plant

HOWARD J. TYZZER, formerly chief engineer of the household radio division of Crosley Corp., has been named superintendent in charge of the facsimile plant of Finch Telecommunications Inc., Passaic, N. J. Mr. Tyzzer's appointment was announced June 8 by W. G. H. Finch, pioneer facsimile inventor and head of the firm, who explained that the new superintendent's primary duty will be to "intensify activity on unit production in the expansion program of our plant".

Mr. Tyzzer

Before joining Crosley Corp. in 1933 Mr. Tyzzer was with American Radio & Research Corp. and Amrad Corp. from 1916 to 1924, when he went with King-Hinners Radio Corp., Buffalo, as chief engineer. In 1928 he returned to Amrad as production engineer, and in 1930, when that company dissolved, went with the Magnavox Co., at Fort Wayne, Ind. During 1931-32 he served as chief engineer of Pilot Radio & Tube Corp., Long Island City, N. Y.

### Finch Patent

PATENT No. 2,203,461 has been awarded W. G. H. Finch, pioneer facsimile inventor and president of Finch Telecommunications Inc., Passaic, N. J., covering a new inexpensive mobile facsimile scanning unit. The new unit incorporates compact lightweight design with improved scanning mechanism and a simplified, continuous sheet feeding and adjusting apparatus, it is claimed. The mobile receivers, deriving from the design, are said to be particularly adapted to aircraft, ship and automobile use.

## *NBC's FM STATION ADOPTS SCHEDULE*

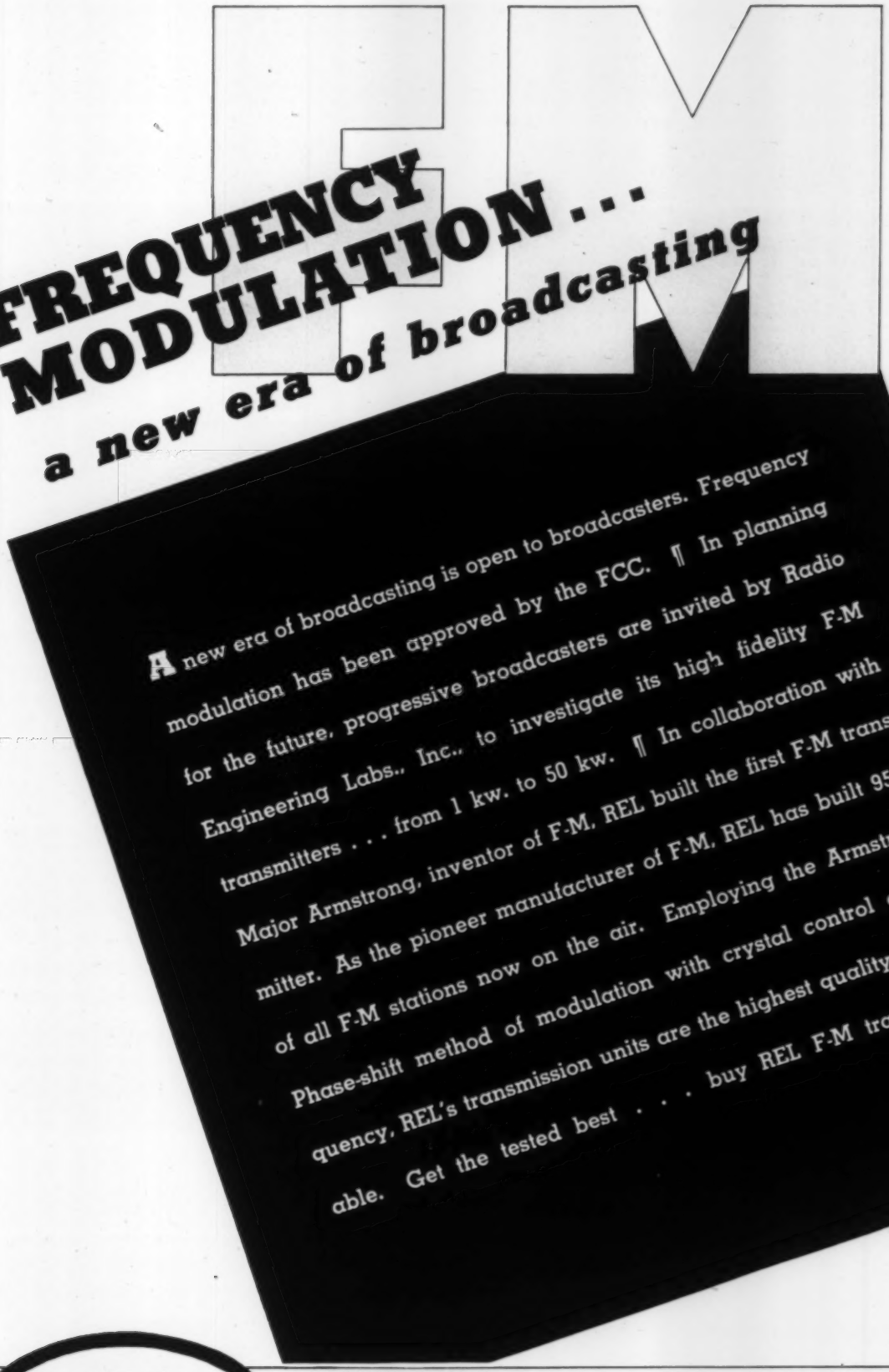
NBC's frequency modulation station, W2XWG, New York, is now operating on a regular schedule, from 4 p.m. to 11 p.m., Tuesdays through Saturdays. Schedule was designed to coincide with the network's television schedule, as both the FM and the video transmitters are located in the Empire State Bldg. W2XWG operates with 1,000 watts on 42.6 mc. It was built under the supervision of Raymond F. Guy of NBC's engineering staff. W2XWG is using a temporary antenna for the present, pending the FCC allocation of television bands. If NBC is assigned to the new video band No. 1, 50-56 mc., it may be possible to use the video antenna for FM transmission as well, through the addition of a filter. If NBC draws a video channel farther from 42.6 mc, however, a special permanent FM antenna will be built.

Station employs a Crosby-type modulator and uses circuits different from those employed by Maj. E. H. Armstrong, inventor of FM, in the transmitters constructed under his patents, it was said. It is operated, however, for reception by the wide-band FM receivers now on the market, with a deviation of up to 75 kc. either side of the center and a 25 kc. guard band at either end to allow for peaks. NBC engineers explained that the difference between wide and narrow band FM is a distinction of receiver construction, as an FM transmitter can easily be regulated to set the maximum deviation at any width desired.

## San Francisco Schools Seek FM in New Band

FIRST of the educational groups to apply for FM facilities in the new band allocated for their use [BROADCASTING, June 1, page 19] is the Board of Education of the San Francisco Unified School District, which has applied for a new non-commercial educational broadcast station to be operated with 1,000 watts on 42.1 mc. The application probably will be considered along with others seeking FM facilities, which under the Commission's recent Order No. 67 must be re-filed on new application forms soon to be made available.

While the educators have had ultra-high frequencies available to them for several years, even before FM was introduced, only a handful has sought the facilities. Licensed to date for operation with amplitude modulation are WBOE, of the Cleveland Board of Education, 500 watts on 41.5 mc., and WNYE, of the Board of Education of the City of New York, 500 watts on 41.1 mc. Last February the Commission also granted a construction permit to the University of Kentucky for a non-commercial AM educational station, to be known as WBKY, and to operate with 100 watts on 41.9 mc. It is presumed that these, along with all other future applicants, will change to FM in accordance with the Commission's assignments of the five 200 kc. FM bands for that purpose—namely, 32.1, 42.3, 42.5, 42.7 and 42.9 mc.


FM
FREQUENCY MODULATION . . .
a new era of broadcasting
A new era of broadcasting is open to broadcasters. Frequency modulation has been approved by the FCC. ¶ In planning for the future, progressive broadcasters are invited by Radio Engineering Labs., Inc., to investigate its high fidelity F-M transmitters . . . from 1 kw. to 50 kw. ¶ In collaboration with Major Armstrong, inventor of F-M, REL built the first F-M transmitter. As the pioneer manufacturer of F-M, REL has built 95% of all F-M stations now on the air. Employing the Armstrong Phase-shift method of modulation with crystal control of frequency, REL's transmission units are the highest quality obtainable. Get the tested best . . . buy REL F-M transmitters.
REL
RADIO ENGINEERING LABORATORIES, INC.
35-54 36th STREET
Phone RAvenswood 8-2340
Cable "RADENGLABS"
LONG ISLAND CITY, N. Y.

# Terry, Tichenor Given Promotions

### Former Head of KLZ Sales; Latter Manager of KVOR

TRANSFER of Hugh B. Terry, manager of KVOR, Colorado Springs, to KLZ, Denver, as sales manager, and appointment of Dudley Tichenor KVOR sales manager, as KVOR manager, were announced June 10 by Edgar T. Bell, business manager of Oklahoma Publishing Co., owners of the stations.

Mr. Terry

Mr. Tichenor

Mr. Terry, who has been manager of KVOR since its acquisition by the Oklahoma Publishing Co. in 1936, succeeds Fred Allen, resigned, as KLZ sales manager. Prior to his appointment at Colorado Springs, Mr. Terry had been on the sales staff of WKY, Oklahoma City, also owned by the publishing company.

**'Grown in the Service'**

Mr. Tichenor was a member of the KVOR sales staff before becoming sales manager and prior to that was on the advertising sales staff of the *Daily Oklahoman & Times* and later a district manager of Mistletoe Express, another Oklahoma Publishing Co. property. While a student at the University of Oklahoma, Mr. Tichenor held various part-time jobs for the company.

In announcing the promotions, Mr. Bell declared that they "come to two young men who have grown in the service of our company and who are now ready for further advancement."

## WOCB, Cape Cod Outlet, To Begin About July 1

ITS executives selected, the new WOCB, with business offices in Osterville, Mass., which was authorized for construction in May, 1938, will go on the air on or about July 1, according to a report from Charles J. Higgins Jr., program director. Mr. Higgins formerly was chief announcer of WESX, Salem, Mass. Commercial manager will be Scott Kilgore, formerly with World-Wide Broadcasting Corp., non-commercial shortwave station in Boston, and at one time with WMCA, New York. Chief engineer is Ralph S. Rice, formerly with WNBC, New Britain, Conn. Music director is Ralph Lawton, formerly with the Mozart Academy at Salzburg, Austria.

Miss Harriett M. Alleman, who with Helen W. MacLellan is in the real estate business on Cape Cod, will manage the station. Miss Alleman and Miss MacLellan are co-owners of the Cape Cod Broadcasting Co., licensee. Collins transmitting and RCA studio equipment have been installed, along with a Lehigh radiator.

### Mushroom Series

UNITED MUSHROOM Co., Chicago (Super-Spawn), oldest and largest mushroom developers in the world but new to radio, has started a campaign of daily one-minute announcements in five markets. Stations selected are KFNF, Shenandoah, Ia.; WCAR, Pontiac, Mich.; WMMN, Fairmont, W. Va.; KQW, San Jose, Cal.; WDWS, Champaign, Ill. Contracts are for 52 weeks. Company is attempting to develop home-growing of mushrooms (basements, garages, attics) and offers to buy all excess of product grown, paying postage. If results are successful more stations will be added in the future. Frank R. Steel Associates, Chicago, handles the account.

## IRNA to Prepare Chart for Future

### Pre-Convention Meeting Will Take Up Group's Program

A MEETING of the membership of Independent Radio Network Affiliates to chart its future operations is under consideration by the IRNA board for Chicago sometime prior to the NAB convention in San Francisco, Aug. 4-7.

While no definite date has been set, the IRNA board has authorized such a session in connection with proposed strengthening of the organization. Chairman Samuel R. Rosenbaum, WFIL, Philadelphia, it is understood, has opened conversations with William J. Dempsey, former FCC general counsel, and his associate, William C. Koplovitz, regarding their retention to advise in the formation of standards of practice for network affiliates, relating primarily to network compensation and time clearance. So far as could be ascertained, however, no definite arrangements yet have been made. Presumably the convention call is contingent upon handling of these preliminaries.

Mr. Rosenbaum was authorized at a meeting of the IRNA board in New York May 29 to discuss with Messrs. Dempsey and Koplovitz their possible retention by IRNA. Presumably the basic question is whether IRNA, as an organization, can legally establish itself as a bargaining group with the networks. IRNA has gone on record in favor of development of standards "with a view of curbing increasing encroachment on station privileges by network advertisers" [BROADCASTING, June 1]. These deal largely with station-break practices and continguous time sales by networks of affiliates' time.

### Spic Test

SPIC Inc., Chicago (body deodorant), new to radio, on June 4 started a 13-week test campaign of thrice-weekly quarter-hour woman commentator programs titled *Barbara Winthrop Calling* on WJJD, Chicago. Rogers & Smith, Chicago, is the newly-appointed agency.

IN ADDITION to applying for new regional stations in Dallas, Houston and Austin [BROADCASTING, June 1], West Publishers Inc., headed by J. M. West Texas financier, on June 7 applied to the FCC for a new 500-watt night and 1,000-watt day station on 590 kc. in Corpus Christi, Tex.

WHEN the new policy of bringing to Hollywood and spotting outstanding local station talent on the weekly CBS *Al Pearce & His Gang* program was inaugurated June 7, Bonnie King, KMBC, Kansas City, vocalist, was first to make a guest appearance. Accompanied by Karl R. Koerper, vice-president of KMBC (right), she was met by Pearce (left), and the entire cast of his weekly program, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), upon arrival at the Union Air Terminal, Burbank, Cal. from Kansas City.

### Bought by General Mills

GENERAL MILLS, Minneapolis, has signed for a five-year term Caroline Ellis' *Caroline's Golden Store*, currently heard five times weekly on CBS, according to a June 4 announcement by Arthur B. Church, president of KMBC, Kansas City, where the programs started in 1933. Mix Dancer, Blackett-Sample-Hummert vice-president, handled the transaction. *Caroline's Golden Store* became a part of the *General Mills Hour* on NBC-Red on June 5, 1939, after a successful 26-week test on WHO, Des Moines. The show later shifted to CBS, and will recess for the summer from July 19 to Oct. 7.

## Harte-Hanks Interests Seeking KBST Control

CONTROL of KBST, Big Spring, Tex., now held by Joe Galbraith, publisher of the *Big Spring Herald*, would accrue to the Houston Harte-Bernard Hanks newspaper and radio interests under a stock transfer deal for which application has been filed with the FCC. Mr. Galbraith now holds 51% of the stock in the licensee company, Mr. Hart 24.5% and Mr. Hanks, 24.5%. Under the new arrangement, it is proposed that Mr. Hanks should hold 31.7%; Mr. Hart, 31.7%; Mr. Galbraith, 16.8%; Howard Barrett, station manager, 10%; Mrs. Bonnie Davis, housewife, of Abilene, Tex., 10%.

The Hart-Hanks newspaper interests include stockholdings, mostly controlling, in the *Abilene News, Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald, San Angelo Standard* and *Times* and *Marshall News-Messenger*, all in Texas. Their radio holdings, in addition to KBST, include KRBC, Abilene; KPLT, Paris; KGKL, San Angelo, and KRIS, Corpus Christi.

## *SUPPLEMENTAL BILL IS GRANTED SESAC*

SOCIETY of European Stage Authors and Composers (SESAC) was allowed on its motion to file an amended and supplemental bill of complaint in its copyright infringement suit instituted several years ago against WCAU, Philadelphia, by Judge Harry E. Kalodner, of the U. S. District Court in Philadelphia, in an opinion June 4.

WCAU had contested the SESAC motion to add new parties subsequent to filing of the original bill, which joined as plaintiff Cross & Winge, copyright proprietors, whose music was allegedly infringed.

Recognizing SESAC as a licensing body for the public performance of music for profit, the Society sought to add the Rialto Music Publishing Corp. and the Jewel Music Publishing Co. controlling the copyrights owned by those two New York music houses, as parties to the test suit. SESAC is anxious to have Jewel join since its owns "Sunrise Serenade" and "A Lover's Lullaby", both numbers heavily played on the radio.

WCAU also argued, in contesting the motion, that SESAC has no right to recover damages under the copyright law because it is not the copyright proprietor. But if this were so, said Judge Kalodner, "then SESAC has been wise in seeking to add to the record in this copyright infringement suit, as parties plaintiff, the persons who are the copyright proprietors. However, the question of whether or not the plaintiff Society is a proper party to the action is not before me—aside from the fact that the late Judge Dickinson already has decided that question against WCAU. In the course of his opinion, Judge Dickinson not only held that there was no misjoiner, stating, 'in this, both plaintiffs are concerned, and hence, properly joined,' but also intimated that if either party were omitted, it would constitute grounds for objection."

## AMP Acquires Catalog Of Serious B & H Music

ASSOCIATED Music Publishers has acquired exclusive broadcasting rights to the serious concert music of Boosey & Hawkes Ltd., London publishers. Agreement, involving the assignment of the United States copyrights of the B & H selections to Associated for five years, was concluded June 6 between Ralph Hawkes, joint managing director of B & H, and Ernest R. Voigt, manager of the music rights division of AMP.

Probably best known of the compositions acquired by AMP is Sir Edward Elgar's "Pomp and Circumstance". The catalog also contains works of Coleridge-Taylor, Cyril Scott, Haydn Wood, Jaromir Weinberger and Bela Bartok. Both Mr. Hawkes and Mr. Boosey are directors of the Performing Rights Society of London and their firm is one of the most active music publishing houses abroad, according to the AMP announcement.

KFWB, Hollywood, staff, headed by Harry Maizlish, general manager, contributed $1,250 and purchased an ambulance which is being sent abroad by the Red Cross.

# DOLLARS ARE ON THE MOVE IN THE WTIC MARKET

1939 New Car Sales up 43.6% over 1938

1939 Total Retail Sales up 17.4% over 1938

# AND SUMMER BRINGS A BIG PLUS TO THIS GREAT MARKET

SUMMER inevitably brings a big plus to this market where per capita retail sales are consistently 40% above the national average. Three million summer visitors to New England—who spend some $500,000,000 mean worth-while extra business for manufacturers of just about *everything*.

Plan now to use WTIC to help you make the most of this market that pays extra dividends because it is within easy motoring distance of 72% of the country's population.

**WTIC** 50,000 WATTS

A *"MUST"* FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

# Merchandising & Promotion

**Plugs on Coast—Illinois Roundup—Scramble for Flowers—Name Wanted—Diamond Prizes**

COINCIDENT with start of the summer radio season, CBS Hollywood sales promotion department, headed by George L. Moskovics, has started a campaign to publicize KNX shows. Most impressive is the tie-up with Monarch Photo Co., Los Angeles, which each week installs displays in 900 independent drug stores and other photo-finishing depots in Southern California. From negatives supplied by the CBS publicity department, Monarch is building a weekly "photo story" on 20 x 24 inch sensitized paper which is inserted in the displays.

Second major deal is with Thrifty Drug Co., which sponsors the quarter-hour program, *This Is Magic*, on KNX. A large display, which features photographs of all drug network and local sponsored shows, as well as educational diagrams of how CBS programs travel from Hollywood to New York, is "riding the circuit" of 58 Thrifty stores in Southern California. It is on exhibit for approximately two weeks in each store.

CBS has also made a deal with *Philco Radio Log*, eight-page monthly magazine published by Listenwalter & Gough, Southern California Philco distributors. Two full pages of the publication, which has a circulation of more than 100,000 in the area, are turned over to the network to publicize 10 network and local programs pictorially. KNX reciprocates by mentioning the *Philco Radio Log* on its thrice-daily house organ program, KNX-tra.

* * *

### Name the Band!

CONTEST to choose an identifying name for its staff orchestra, conducted by Joe Frasetto, was started June 10 by WIP, Philadelphia. The station is offering $10 to the listener submitting the best name. In announcing the contest, Benedict Gimble, Jr., WIP president, said he hoped to receive title suggestions that would immediately identify the orchestra.

* * *

### Days of Yore

TO AROUSE interest in its 40th anniversary sale, a local furniture store using WHBQ, Memphis, has added a *Forty Years Ago Today* feature to its daily broadcast. Each day something that happened 40 years ago on that date is related, with a followup on the store's continuous business since 1900.

### Employe's Rally

TO STIMULATE interest and explain the purpose of *Background to Living*, weekly quarter-hour program sponsored on KNX, Hollywood, by Barker Bros., Los Angeles (home furnishings and decorators), a special employe's rally was staged in the station studios on June 7. In addition to pep talks by Donald W. Thornburgh, CBS Pacific Coast vice-president, and Neil Petree, president of Barker Bros., there was a "sample" broadcast of the program, and sound effects demonstration by Ray Erlenborn, sound effects engineer. Drawings for cash and merchandise prizes were also features of the evening. George L. Moskovics CBS Pacific Coast sales promotion manager, explained special merchandising features of the series, and promotion being used to support the program.

* * *

### Tuscola Parade

ENTIRE ENTERTAINMENT staff of WDZ, Tuscola, Ill., is making weekly trips to nearby cities for personal appearance performances in connection with new *WDZ on Parade*. Towns are lined up two weeks in advance and merchants solicited for a week so that one week may be spent in announcing the coming event and reading commercials. Three shows are presented each Saturday, using most available open plot as stage, with time off between performances for shoppers. Sales of time are based on the fact that shows draw potential purchasers from nearby towns.

* * *

### List of Newscasts

WGBF-WEOA, Evansville, Ind., have published a vest pocket list of scheduled newscasts.

* * *

### Iowa Tag

PERHAPS your selling problems may seem as tough as this puzzle, KRNT-KSO, Des Moines, suggests in sending out a tag gadget. Just use KSO-KRNT, the tag says.

### Fines for Welfare

PETROL Corp., Los Angeles (PDQ gasoline), on June 7 only, broadcast a special session of its weekly half-hour *Quiz Court* over KHJ, from the Pasadena (Cal.) Junior Chamber of Commerce '10-A-Plate' banquet staged to raise funds for boy's welfare work. Weekly program features Municipal Judge Leroy Dawson and Gary Breckner. Participants who fail to answer questions on traffic problems turned over their "fines" to the Welfare Fund. *Quiz Court* is sponsored weekly on KFI, Los Angeles, and originates from Paramount Theatre stage in downtown Los Angeles.

* * *

### Glads in Demand

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist), in a three-month campaign, on its thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood*, sponsored on 29 CBS stations, offered 12 pink gladiolus bulbs for 10c and six Sunkist lemon wrappers. To fill the expected response, the Exchange ordered 1,200,000 bulbs, enough to care for 100,000 requests. But at the end of the campaign the demand totaled 121,000 sets, or 1,452,000 bulbs. The Exchange appealed to the nation's nurseries for sufficient bulbs to meet the offer.

* * *

### Pete's Money

WNEW, New York, on June 8 became the exclusive New York station to carry the "Popsicle Pete's Money Box" feature on the half-hour transcribed *Buck Rogers* program, currently on 100 stations throughout the country sponsored by Joe Lowe Corp., New York [BROADCASTING, April 15]. Telephone books of all communities in the WNEW area are used on the program, heard Saturdays 9:30-10 a.m., with juvenile listeners receiving cash prizes and merchandise giveaways of Popsicles. Biow Co., New York, handles the account.

* * *

### Bus Cards

USING varnished silk-screen posters in six colors on the outside and four-color car cards on the inside of Public Service Coordinated Transport buses, WFIL, Philadelphia, calls commuters' and travelers' attention to its programs and service. The interior cards are used on about 500 buses and plug specific programs, using a standard design but with regular color and copy changes.

* * *

### Wichita Newscasts

POSTCARDS listing the news broadcast schedules of all three Wichita stations are being sent on request to listeners by KFBI, Wichita, Kan. The tabulated schedules give an equal break to all three stations, and the station notes on the card that new schedules will be furnished when any considerable change is made in the schedules listed. The offer is made during KFBI news broadcasts. First announcement brought in 139 requests.

### Tiny Jingle

WNEW, New York, is sending out to radio executives and editors a miniature recording of its new musical station break jingle, which now replaces in part the well-known WNEW call letters and tag line, "Serving New York and New Jersey 24 hours a day". A copyrighted feature exclusive in the New York area, the song is sung by the Tune-Twisters with words and music by Alan Kent and Austin Croom Johnson. The words follow: "WNEW—New York. Twelve-fifty on the dial; Tune in all the while to WNEW, the station that is serving you, New York and New Jersey, too, twenty-four hours a day, that's true, WNEW."

* * *

### Angler Prizes

EIGHTEEN complete fishing outfits are to be given away for the largest catches in various classes ranging from sunfish to tuna in a contest being conducted on Joe O'Byrne's *Hunting & Fishing Club* on KYW, Philadelphia. Rules require only that contestants, after catching a fish, measure and weigh it and have the figures verified by any tackle dealer or boat captain before postcarding the information to KYW. Awards are made at the end of the season. The prize tackle is supplied by the three firms of Ashaway, Montague and Ocean City Reel Co.

* * *

### Day at the Park

THROUGH special arrangements with Cedar Point, Lake Erie summer resort, June 11 and 12 were observed as "Wheaties Days" at the resort, with Jack Graney's recreations of Cleveland Indians baseball games on WCLE, Cleveland, originated in a special booth at the resort. Operators of the resort amusements accepted Wheaties boxtops in partial payment for rides and other attractions. The promotion was arranged by Kermit A. Paulson, local sales supervisor for Washburn-Crosby Co., and Robert Greenberg, WHK-WCLE merchandising manager.

* * *

### Awards to Players

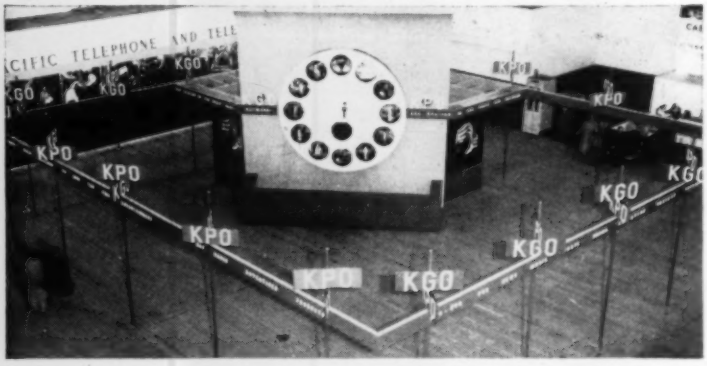
STONEY McLINN, director of sports at WIP, Philadelphia, is staging four monthly contests to determine the most valuable player of the month one each of Philadelphia's two major league baseball teams, best player certificates and prizes going to the player certified by a board of judges based on votes received from WIP listeners. The contest is being conducted in conjunction with McLinn's daily *Sport Shots* show, sponsored by Adams Clothes, Philadelphia.

## BROCHURES

KOIN, Portland, Ore.—Plastic-bound merchandising brochure presenting statistics, programs, testimonials and personalities through text and crayon drawings. Two thousand copies to be mailed to national and local advertisers. Prepared under supervision of Charles Couche, KOIN advertising manager.

WABC, New York—Brown and white folder "Some of our best people get up early", reprinting from *Sales Management* a description of Larry Elliott's *Rising Sun* program.

WRC-WMAL, Washington — Die-cut promotion folder, "Heads or Tales You Win!", including a token coin.




**WITH** a large space leased at the San Francisco Golden Gate International Exposition on Treasure Island, KPO-KGO feature a large clock-like dial containing lifelike rubber and wax figures of some of the microphone personalities, who put on a 16-minute transcribed entertainment dozens of times a day. Their transcribed voices are synchronized with the little animated rubber figures so sound appears to come from them.

# "A Special Promotion is no better than the company behind it—"

MILTON SMALL,
ILLUSTRATED CURRENT NEWS, Inc.

KYW News Pictures
OPENING DAY OF THE 1940 WORLD'S FAIR
1020 ON YOUR DIAL
WATCH THIS WINDOW REGULARLY FOR LATEST NEWS PICTURES OF INTEREST AND NEW ANNOUNCEMENTS OF INTEREST.
KEEP TUNED TO KYW FOR NBC-RED NETWORK PROGRAMS

## •• THAT'S WHY EXPERIENCED PROMOTION MANAGERS PREFER THIS OLD ESTABLISHED & FINANCIALLY RESPONSIBLE ORGANIZATION

ALMOST THREE DECADES ago Illustrated Current News, Inc., perfected and distributed what was then a sensational new idea in advertising . . . ornamental frames that combined current news photographs with panels for the local merchants' own advertising message.

From that modest beginning has grown this company's present nation-wide service—the largest in the business—serving thousands of banks, business houses and merchants on contracts that have been running since 1913.

***This complete—experienced—and responsible advertising distribution service is now at the free disposal of radio stations everywhere.***

The illustration above shows our newest ILLUMINATED DISPLAY PANEL as used by

**KYW (PHILADELPHIA)**

and other important stations. This handsome, eye-catching, attention holding display advertises the Station CALL LETTERS, DIAL NUMBER, or other message—gives generous space to the local merchant—and holds attention by a LAST MINUTE NEWS PHOTOGRAPH with terse, reliable descriptive matter.

## YOUR ADVERTISING ON THIS DISPLAY *COSTS YOU NOTHING!*

● IT IS YOUR OPPORTUNITY TO SECURE "HIGH-SPOT", HEAD-ON MINIATURE BILLBOARDS IN LOCATIONS THAT ORDINARILY CANNOT BE BOUGHT.

## *EXCLUSIVE CONTRACTS BEING MADE NOW*

*Write—Wire—or Phone for complete information*

**Not just a Newspicture or a Frame, but a real**

## COOPERATIVE SERVICE *THAT BUILDS GOOD WILL*

- All locations are secured by our own trained men acting under a responsible manager.
- We supply each exhibitor with a continuous flow of 133 screen, clear, sharp, snappy half-tone news pictures—size 12½ x 19"—all up to the minute in interest.
- We supply smart business-building sales messages to fit the location.
- YOUR CALL LETTERS—DIAL NUMBER—AND ADVERTISING MESSAGE ARE LARGE, CLEAR, AND ATTRACTIVELY COLORED.
- Total overall size: 24" wide, 32½" high, 11" base. Black and chrome finish. TELECHRON ELECTRIC CLOCK illuminated by GENERAL ELECTRIC FLUORESCENT LAMP.
- We manufacture our own displays—finance our own accounts—bill all customers direct—handle all detail ourselves—report regularly to you—respect your interests at all times.

# ILLUSTRATED CURRENT NEWS

INCORPORATED

NEW HAVEN, CONN.

27 YEARS OF SERVICE TO AMERICAN INDUSTRY

THE NEWS OF THE WORLD IN PICTURES

REFERENCES: DUNN & BRADSTREET, NEW HAVEN BANK, N.B.A.

# Radio's New Arts On IRE Program

### Yankee FM Station, New WBZ Plant to Be Inspected

NEW BROADCAST services, such as FM, television, and ultra-high frequency transmission generally will highlight the 15th annual convention of the Institute of Radio Engineers in Boston June 27-29 at the Hotel Statler.

To be attended by a majority of chief engineers of stations, the IRE session will include an inspection of the new 50 kw. FM transmitter of the Yankee Network at Paxton, Mass.

Paul DeMars, technical director of the Yankee Network, who supervised installation of the station, will demonstrate FM reception and relay transmission on the trip. Other inspections include the new WBZ 50 kw. transmitter, the Harvard Engineering & Research Laboratories, General Electric Co., and Massachusetts Institute of Technology, as well as the Hygrade Sylvania tube factory and the U. S. Coast Guard air base at Salem.

#### Television Papers

Papers on television are scheduled as follows:

A Portable Television Transmitter, C. D. Kentner, RCA Mfg. Co.; Small Iconoscopes of Recent Design, W. H. Hickok, RCA Mfg. Co.; A New Method of Synchronization for Television Systems, T. T. Goldsmith, R. L. Campbell and S. W. Stanton, Allen B. DuMont Laboratories; A Type of Light Valve for Television Reproduction, J. S. Donal Jr., and D. B. Langmuir, RCA Mfg. Co.; Synchronizing & Deflection Circuits of a Television Receiver, R. E. Moe, General Electric Co.; Television Radio Relaying, F. H. Kroger, Bertram Trevor and J. E. Smith, RCA Communications; The Influence of Filter Shape-Factor on Single-Sideband Distortion, J. C. Wilson and H. A. Wheeler, Hazeltine Service Corp.; and High Oscillation Stability Without Crystals, S. W. Seeley and E. I. Anderson, RCA License Laboratory.

#### Papers on FM

FM will be covered by six papers as follows:

Interference Between Stations in Frequency-Phase-Modulation Systems, Dale Pollack, Cambridge, Mass.; Interference Between Two Frequency-Modulated Signals, Stanford Goldman, General Electric Co.; A New Broadcast Transmitter Circuit Design for Frequency Modulation, J. F. Morrison, Bell Laboratories; Frequency-Modulation-Systems Characteristics, M. L. Levy, Stromberg-Carlson Telephone Mfg. Co.; NBC's Field Test of Frequency Modulation, R. F. Guy and R. M. Morris, NBC; Demonstration of Frequency-Modulated-Wave Broadcast Systems, E. H. Armstrong and P. A. deMars, Columbia University, and the Yankee Network, respectively.

Other discussions on the agenda include a paper on an air-cooled 50 kw. transmitter by R. N. Harmon of Westinghouse, and on air-cooled tubes for 50 kw. transmitters by I. E. Mouromtseff and W. G. Morgan of Westinghouse. Papers on ulta-high frequencies and microwaves include:

Microwaves — Present and Future, by a Massachusetts Institute of Technology group, led by W. L. Barrow; Ultra-Short-Wave Transmission Over a Fixed Optional Path, C. R. Englund, A. B. Crawford and W. W. Mumford, Bell Laboratories; Centimeter-Wave-Detector — Measurements and Performance, E. G. Linder and R. A. Braden, RCA Mfg. Co.; A New UHF Tetrode and Its Use in a 1-KW Television Sound Transmitter, A. K. Wing Jr. and J. E. Young, RCA; An Ultra-High-Frequency Dosemeter-Diatherm, J. D. Kraus and R. W. Teed, University of Michigan; A Radio-Frequency Bridge for Measurements Up to 30 Megacycles, D. B. Sinclair, General Radio Co.; The Measurement of Coil Reactance in the 100-Megacycle Region, Ferdinand Hamburger Jr. and C. F. Miller, Johns Hopkins University; The Entrance of Ultra-High-Frequencies Into Air-Transport Communications, J. G. Flynn Jr., American Airlines; Microwave Beams for Instrument Landing of Airplanes, W. L. Barrow, Massachusetts Institute of Technology; A Microwave Receiver for Instrument Landing, F. D. Lewis, Massachusetts Institute of Technology.

## Bismarck Flip

OWNER of a new Taylorcraft for only 10 days, Bob Watts, engineer of KFYR, Bismarck, N. D., loaned it to his brother Jack on May 25 for a short jaunt with Mervin Clough, KFYR news director. Making a landing in Center, N. D., the plane turned over and was badly wrecked, but neither of the occupants was injured. Besides Bob Watts, flying enthusiasts and pilot license candidates on the KFYR staff are Engineer Dick Kaiser, News Editor Clough and Announcer Bob MacLeod.

From the New Yorker
*"Must Be Some Foreign Power Trying to Jam the Wave Band."*

# Television News Notes

#### Seeking New Video Channels

TO CONFORM to the new rules governing television, licensees and applicants alike are applying to the FCC for new wave bands allotted for visual services [BROADCASTING, June 1]. Present license or construction permit holders applying for wave shifts are: W2XBT, NBC-New York, seeking change from 156-162 mc. to 162-168 mc. for portable station; W9XZV, Zenith Radio Corp., seeking change from 42-50 mc. and 60-86 mc. to 50-56 mc.; W9XUI, University of Iowa, Iowa City, seeking change from 42-56 mc. and 60-86 mc. to 60-66 mc.; W10XKT, Allen B. DuMont Laboratories, New York, seeking reinstatement of old CP, asking for 258-270 mc. for portable mobile.

Among recent new television applications are those of: Crosley Radio Corp., Cincinnati, seeking 50-56 mc.; R. B. Eaton, Des Moines, seeking 44-50 mc. (now allocated to FM); Balaban & Katz Corp., Chicago, seeking 66-72 mc.; Leroy's Jewelers, Los Angeles, seeking 66-72 mc.; Television Productions Inc., seeking 66-72 mc.; Don Lee Broadcasting System, San Francisco, seeking 50-56 mc.

* * *

#### M-G-M Video Clause

METRO - GOLDWYN - MAYER STUDIOS, Culver City, Cal., has filed with the California Secretary of State in Sacramento an amendment to articles of incorporation, adding a brief declaration to engage in the business of broadcasting by means of radio or television, and to own and operate a radio station or stations or television station or stations. The film studio would also employ performers and produce.

#### New Book on Televisoin

NEWEST volume on television for lay readers is *We Present Television*, written by John Porterfield and Kay Reynolds [W. W. Norton & Co., New York, $3]. The new book contains non-tenchnical discussions of the various phases of visual broadcasting as well as pictures illustrating television advances, with individual chapters written by experts in the television field.

With an introduction by Waldemar Kaempffert, science editor of the *New York Times*, the volume includes chapters covering the technical and programming ends of the art with an eye on the future spread of television service. Among contributors are Alfred H. Morton, NBC vice-president in charge of television; O. B. Hanson, NBC vice-president and chief engineer; Thomas H. Hutchinson, program manager of the NBC television department; Thomas Lyne Riley, NBC television director; Harry R. Lubcke, Don Lee television director, on West Coast television progress; J. R. Poppele, chief engineer of WOR, Newark, N. J., on facsimile and FM; Donald G. Fink; Earle Larimore; Charles E. Butterfield; Benn Hall; Robert Edmond Jones.

* * *

#### ASCAP Video License

FIRST television license for use of copyright music was issued to the Hollywood Brown Derby on May 27 by ASCAP. Restaurant is equipped with a television receiving set. While the Society's jurisdiction over broadcast music has been included to cover television for some time past, this is the first instance where the right has been invoked. It is believed in Hollywood that this is a forerunner of a national move to cover television spots.

* * *

#### Launching Televised

FIRST televised record of the launching a man-of-war was made June 13 when NBC's television station W2XBS covered the launching of the 35,000-ton battleship *North Carolina* at the Brooklyn Navy Yard. Special permission of the Navy was granted NBC to cover the ceremonies, witnessed only by holders of special passes. The event was broadcast by NBC, MBS and CBS.

## The Other Fellow's VIEWPOINT

### Programming FM

EDITOR, BROADCASTING:

I NOTICED an item in the last issue of BROADCASTING to the effect that the WTMJ station in Milwaukee was, to the best of your knowledge, the only FM station with a regular program schedule which was not a duplicate of the parent station program.

I wish to advise that WEBC's FM station W9XYH has a schedule in which about 40% of the program time is devoted to programs not heard over WEBC or any other local outlet. This special program schedule consists of electrical transcriptions supplied by the Associated Music Publishers, which service incidentally was contracted for use over W9XYH only and is not used over WEBC, and in addition live programs from the WEBC studios as well as certain network programs which are aired over W9XYH while WEBC carries local programs.

Every effort has been made to make these special FM features as attractive as possible to provide a real incentive for local listeners to purchase and use FM receivers. In line with this thought it is our belief that FM will be sold to the public by offering:

1. Interference-free reception to listeners located more than a few miles from existing stations especially local and regional stations.
2. Separate program service.
3. High-fidelity.

High-fidelity is going to be hard to sell to the public, especially so with the cost of the present day high-fidelity receiver out of reach of the average pocketbook. For that reason FM broadcasters must, for the present at least, sell their services on the basis of the first two advantages. That should not be difficult to do.

C. B. PERSONS
Chief Engineer
WEBC-W9XYH, Duluth

June 4, 1940

## New INS Subscribers

INTERNATIONAL News Service has announced the following new radio station subscribers to INS: WMAZ, Macon, Ga.; WJAX, Jacksonville, Fla.; WGRM, Greenwood, Miss.; WSAM, Saginaw, Mich.; KGFW, Kearney, Neb.; WDAE, Tampa, Fla.; KPHO, Phoenix, Ariz.; KROD, El Paso; WTCN, WLOL, Minneapolis; KOA, Denver; WRJN, Racine, Wis.; WPGA, West Point, Ga. KARM, Fresno, Cal., and WCBM, Baltimore, also recently renewed their INS subscriptions.

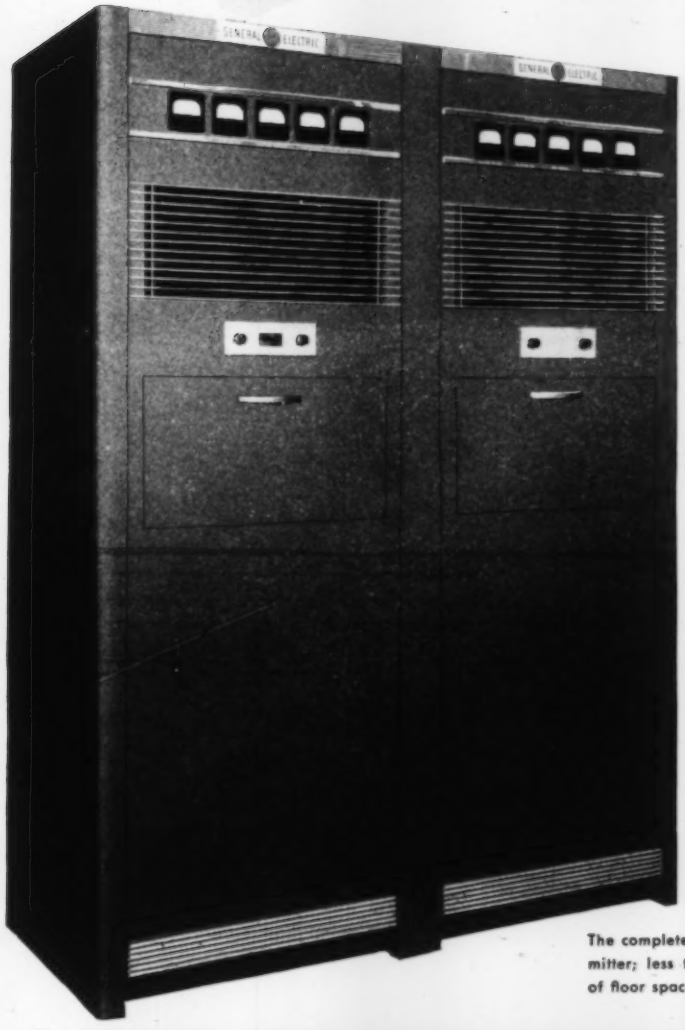
#### AFM Local's Change

LOS ANGELES Musicians Mutual Protective Assn., Local 47, AFM, has revised its ruling affecting members playing both on network shows and in film studios. New status reads: Members playing not more than one transcontinental radio program are permitted to play one moving picture studio in any week on any day except the day of the broadcast or rehearsal for same, and shall construe the day of the broadcast as the first day of the week instead of the last day as heretofore.

H. V. KALTENBORN, NBC commentator, on June 10 delivered the commencement address at Miami U, receiving at the same time the honorary degree of Doctor of Letters.

# 0.0025% FREQUENCY STABILITY OVER ROOM TEMPERATURE RANGE OF 32° TO 122°F

GENERAL ELECTRIC
**FM**
BROADCAST
**TRANSMITTERS**
ARMSTRONG SYSTEM



The complete G-E 1-kw FM transmitter; less than 10 square feet of floor space is required

## Four Times Better Than F.C.C. Requirements!

. . . in a 5½-hour test over an ambient temperature range of 90° F. That's what actual measurements on a typical G-E frequency-modulation transmitter showed. And even better stability is obtained under normal conditions.

### G.E. Does It Simply!

A single low-coefficient quartz crystal unit (temperature controlled) controls the frequency. Mean carrier frequency is electronically compared to a multiple of crystal frequency. Tendency to drift is instantaneously cancelled by automatic application of a corrective voltage of the proper magnitude to the reactance-tube modulator. Correct carrier frequency is thus maintained by direct comparison to a precise crystal frequency.

### Why the Simplified G-E Design?

Greater dependability; keeps you "on the air"—an important feature in commercial operation.
Amazing accessibility; *every part and wire easily reached without disassembly; all tubes instantly accessible by opening main access doors!*
Small tube-complement; only 31 tubes in entire 1-kw transmitter
Low tube cost
Single crystal control; *accurate; positive*
Easy to operate
Small floor-space requirement
Only simple shielding required, giving easy access to circuit components
Fewer parts; less space needed

### Additional Performance Characteristics

(measured on typical production transmitter)

***Audio-frequency response:*** Flat to within ±0.5 db, from 30 to 15,000 cycles.

***Harmonic distortion:***

30 cycles = 0.9 % RMS
100 cycles = 0.6 % RMS
1000 cycles = 0.55 % RMS
5000 cycles = 1.25 % RMS
7500 cycles = 1.5 % RMS

***Carrier noise-level:*** FM noise down 65 db from modulation level at ±60 kc carrier-frequency deviation. (Down 70 db at ±100 kc deviation) A-M hum down 55 db. All values unweighted.

***Linearity:*** Within ±0.1 db up to ±75 kc carrier frequency deviation.

***Cross Modulation:*** 0.7% RMS at ±60 kc deviation with signal inputs of 400 and 700 cycles, and 4000 and 7000 cycles.

**CALL or WRITE the nearest G-E sales office (there are 80 throughout the United States) for the whole story on how General Electric FM broadcast transmitters will give you more dependable performance at less cost. General Electric, Radio and Television Department, Schenectady, N. Y.**

**GENERAL ELECTRIC**

160-2

IN EVERY part of the New York area, the new WEAF transmitter will be heard with maximum volume and clarity. A signal of at least 25 millivolts will be laid down day and night in New York's five boroughs.
PEEKSKILL
10 MV/M
BRIDGEP
STAMFORD
25 MV/M
WHITE PLAINS
PATERSON
25 MV/M
PORT WASHINGTON
BELLMORE
10 MV/M
WEAF

*"Now I see*

# NEW

***When WEAF ground waves "take to the water"—millions in New York area will become steadier customers of Red Network advertisers than ever before.***

There's nothing mysterious about it. Salt water is the slickest conductor of ground waves in the business. So, in selecting a site for the erection of WEAF's newest 50,000-watt transmitter, NBC engineers looked for a location that would take best advantage of the salt water around New York.

After years of search, they finally

*what NBC Red means by its*

# 'SALT-WATER WAY' TO GREATER SALES IN GREATER NEW YORK!"

found the right spot in Port Washington, Long Island. As you can see from the picture above, the path from antenna to New York is almost entirely over salt water.

At present the new transmitter is being built—from plans which took more than a year to formulate. It will probably commence operation in September. When it does, the first station of America's first network is going to exert an even more powerful influence over the New York market's buying millions than at present. Yes—and new thousands in the most productive listening area in the United States will become WEAF enthusiasts!

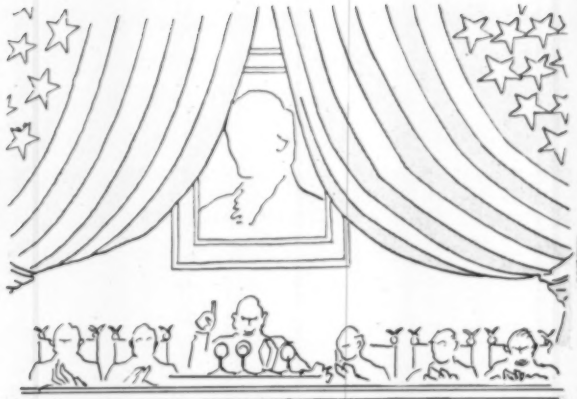
Thus the "salt-water way," by providing better-than-ever signal to WEAF's listening millions, is going to mean *more listeners* . . . greater sales and profits . . . to Red Network advertisers.

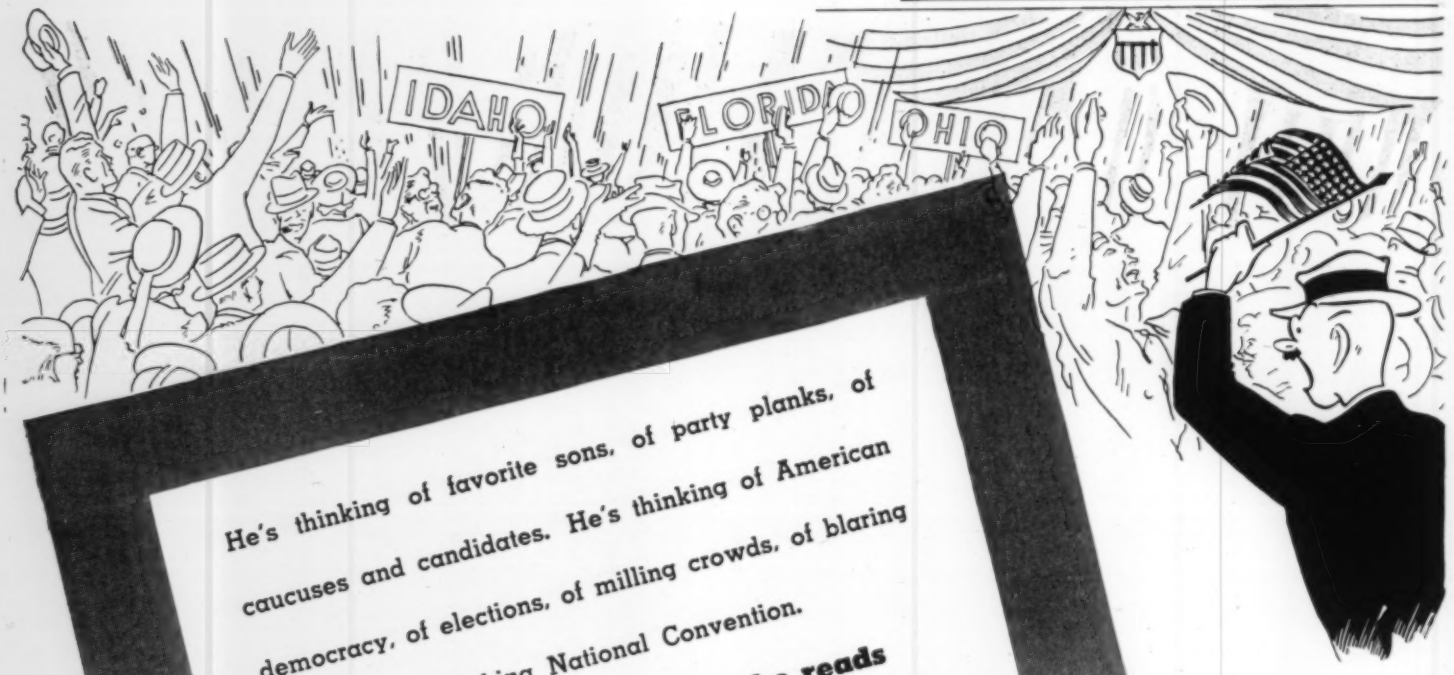
Add to this the known fact that the Red Network provides its advertisers with radio's biggest listening audience and you have a mild idea why, again last year, they invested more money in Red Network time than in any other single advertising medium—almost $35,000,000. The Red is a profitable investment because it's first in stations and programs—and has been since radio broadcasting began.

NBC *Red* NETWORK

The network most people listen to most!

# *What's he thinking while the* **DELEGATES** *roar their approval?*






He's thinking of favorite sons, of party planks, of caucuses and candidates. He's thinking of American democracy, of elections, of milling crowds, of blaring bands. He's thinking National Convention.

**And what's he thinking when he reads BROADCASTING? He's thinking Radio.**

Small wonder everyone thinks Radio when he reads BROADCASTING. It's 100% Radio all the time . . . nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. BROADCASTING will work for you!

*they're Radio-Minded when they read* **BROADCASTING**

**BROADCASTING BLANKETS TIMEBUYERS!**

## Vallee, Fibber, Pearce Granted Radio Awards By Los Angeles College

TWELVE radio stars and programs, studied regularly by the radio classes of Los Angeles City College, were named for the first annual radio awards by 1,200 students of the college's drama department. Rudy Vallee won the special achievement award for "pioneering in a new field of radio entertainment" through his successful introduction of the original radio musical comedy on his NBC weekly program for National Dairy Products Co. (Sealtest).

*Fibber McGee & Molly*, sponsored on NBC by S. C. Johnson Co., drew second award for "making life in an average American community the basis of an enjoyable and entertaining service." Al Pearce was named for his creation of an original comedy character, that of Elmer Blurt, on the CBS program for R. J. Reynolds Tobacco Co. *One Man's Family*, sponsored by Standard Brands on NBC, was chosen the best dramatic serial, and *Blondie*, on CBS for R. J. Reynolds Tobacco Co., was named outstanding comedy serial.

The *Texaco Star Theatre* on CBS was selected the best variety show. *Burns & Allen*, on CBS for Lehn & Fink Products Co., were best of all comedy shows, while Gracie Allen received an additional award as radio's leading comedienne. Jack Benny, on NBC for General Foods Corp., was listed as first comedian, Frances Langford of the *Texaco Star Theatre* as best feminine singer, and *Lanny Ross* on CBS for Campbell Soup Co. as best masculine singer. Edwin C. Hill was named best news commentator for his American Oil Co. series on CBS.

## *EMPLOYES OF WJW TO GET BACK PAY*

UNDER a consent decree entered May 31 in the Federal District Court in Cleveland, WJW, Akron, O., charged with violation of the Fair Labor Standards Act, was ordered to pay 41 employes and former employes a total of $4,540.29 in back wages and overtime. The decree also permanently enjoined the station from violating the Act.

The restitution order was based on alleged violations due to misunderstanding of the law on the part of the station's previous management in regard to defining "student announcers" and "guest announcers" who had worked without pay. In addition, it was brought out, overtime was not reported, and wage and hour records did not match log sheet entries, it was stated.

Early in June the Wage & Hour Division of the Labor Department, following protests from the NAB and several independent operators, relaxed the rule requiring that records be kept at transmitters for technicians employed there. Under the new interpretation of the rule records may be kept at a central point by the employer, on condition that they are produced "at the place or places of employment" within 72 hours after notice from a wage-hour inspector.

**WHEN** Bill Murdock, sales manager of WJSV, Washington, had another birthday June 7, the staff gave him a surprise party, along with gifts (below) of sponsors' products, including a pair of sanforized unmentionables. Surrounding Murdock are (l to r) John Heiney, promotion director; James Hurlbut, news writer; messenger boy (singing); Hugh Conover, announcer; Murdock; Mrs. Miriam Fries, production; Clyde Hunt, chief engineer; Harry Crow, auditor; Helen Harper, secretary to Manager A. D. Willard Jr.; Lloyd Dennis, program director; Janet Campbell, Murdock's secretary; Joe King, announcer; Barbara McMaster, Dennis' secretary; Mrs. Lucille Cohan (Nancy Dixon); Marie McGrain, phone operator, listening to the "Happy Birthday to You".

## *PARTIES CONSIDER PLANKS ON RADIO*

INCLUSION of a radio plank in the platform of the Republican National Convention was predicted as members of the Resolutions Committee of the Convention prepared to gather in Philadelphia for their first meeting during the week of June 17. The committee has before it recommendations for a radio plank supporting freedom of radio on a parity with the press, it was learned. The committee meets one week in advance of the June 24 opening of the convention.

A similar proposal is being considered by the Democratic National Committee and recommendations to that end have been made. No date has yet been set for the meeting of the Resolutions Committee of that party, which starts its annual convention in Chicago July 15. Because of the repeated expressions of President Roosevelt and other Democratic leaders espousing freedom of radio, it was thought little difficulty would be encountered in procuring such a plank in the platform.

The NAB Legislative Committee, headed by John A. Kennedy, WCHS, Charleston, urged both political parties to give consideration to the free radio subject. So far as can be ascertained, no opposition has developed.

## Ry. Express Fall Spots

RAILWAY EXPRESS AGENCY, New York, will start its annual campaign of spot announcements early in October to run through until Christmas on about 50 stations throughout the country. Advertising in other media will run throughout the summer, but radio details have not yet been fully arranged, according to Caples Co., New York, the agency in charge.

CALL letters of KEEN, Seattle, recently acquired by new owners [BROADCASTING, May 15], have been changed to KEVR by authority of the FCC.

### Night Owls

ALL-NIGHT participating show, *Insomnia Club of the Universe*, featuring music and patter with news for nonsleepers from midnight to 6 a.m. seven days a week, started recently on KFAC, Los Angeles. The six-hour shows are sponsored cooperatively by Golden State Dairy, Downie Bros. Inc., Marco Dog & Cat Food, Ben Hur Coffee, White King Soap. Conducted by Mel LeMon and Eddie Johnson, listeners are invited to join the Insomnia Club and are issued free membership cards entitling members to Club privileges, including special discounts at local stores on certain days. Special contests also are open to members, the first offering a gas range as top prize.

## KMYR Court Decision Lifts Another Obstacle

ANOTHER obstacle in the path of licensing KMYR, new local authorized in Denver last year, was removed June 7 by the U. S. Court of Appeals for the District of Columbia in granting the FCC motion to dismiss the appeal of KFEL, Denver. There is still pending, however, the appeal of KVOD, Denver, which shares time with KFEL, along with an FCC motion to dismiss. The new KMYR, assigned 100 watts night and 250 day on 1310 kc., was authorized on application of F. W. Meyer, now general manager of KLZ, Denver.

On June 5 the court postponed action on the FCC motion to dismiss the appeal of WMBG, Richmond, Va., in litigation involving WRNL, Richmond, until a hearing is held on the merits. The FCC, however, in a new pleading filed June 11, sought to have the court reconsider its action.

## Brown Revamps WSPA Personnel

### Programs Reorganized as New Owner Assumes Control

WITH a complete reorganization and revamping of personnel and programs, the Spartanburg Adv. Co. June 1 took over the operation of WSPA, Spartanburg, S. C., a 1000-watt daytime station. Walter Brown, well-known Washington newspaper correspondent, assumed management of the station after the sign-off May 31, which marked the last day of operation by Virgil V. Evans who founded the station in 1929 and sold it to the Spartanburg Adv. Co. for $30,300.

**Mr. Brown**

The new owners have been granted a construction permit for WORD, a local station on 1370 kc. Mr. Brown is proceeding with plans to put the new local on the air to bring Spartanburg both day and night primary radio service for the first time.

He has reorganized the WSPA staff from top to bottom. Thad E. Horton, formerly of WIS, Columbia, S. C., WGH, Norfolk, Va., WGBR, Goldsboro, N. C. and until recently commercial manager of WCOS, Columbia, S. C., is head of the WSPA commercial department. Jack Walters resigned as program director of WSAV, Savannah, to take the same position with WSPA. Before going with WSAV, Mr. Walters was announcer and special events director for WKZO, Kalamazoo, Mich. Ralph S. Bennett, engineer of WFMD, Frederick, Md., is the new chief engineer for WSPA. Before going to WFMD he was engineer at WDAY, Fargo, N. D.

#### Announcing Staff

Announcers at WSPA are Sterling Wright, former program director for WCOS; James Waldrop, formerly of WAIM, Anderson, and WWNC, Asheville, N. C., and Cliff Gray, formerly with WGAL, Lancaster and WEEU, Reading. Charles O. Hearon is public relations director.

Assistant engineers are George Tate, W. H. Harmon, Carey Isley, and Alvin Lanford. Miss Fannie R. Newman is bookkeeper and Miss Hortense Bishop, secretary and receptionist.

WSPA began operation under the new management with a full-time United Press radio news wire, and news will be broadcast during the international crisis every hour on the hour. WSPA is affiliated with World Broadcasting System.

On the opening day under the new management, WSPA received wires of congratulations from Governor Burnet R. Maybank, other State and city officials; Senator E. D. Smith, Senator James F. Byrnes, Senator Robert R. Reynolds and from every member of the South Carolina delegation in the House of Representatives as well as from other high Government officials in Washington.

WJJD, Chicago, and WIND, Gary, Ind., have inaugurated a policy of interspersing spot announcements on Americanism throughout daily schedules.

When you think of

NEW ORLEANS

you think of:

Creole Beauties

with flashing eyes

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

## Fletcher Wiley

(*Continued from page 19*)

KNX, Wiley was a local commentator only, selling local products to the Los Angeles area audience. When CBS purchased the station from Guy C. Earl and associates in late 1936, Wiley continued on KNX under the new management. With his daily *Housewives Protective League* a sellout and new sponsors asking for time on the program, he went to Donald W. Thornburgh, CBS Pacific Coast vice-president, and asked for the *Sunrise Express*, an early morning program of recordings. Wiley got it, and renamed the program *Sunrise Salute*.

Adopting the policy and style of presentation as used on his afternoon show, sponsors started flocking to *Sunrise Salute*. Wiley's success with his early morning broadcasts is attributed to the variety show format he introduced when replacing the recorded music that is standard on "get-em-up" programs. At present there are more than a dozen live talent performers on the show. Besides instrumental trios, a novachord, vocal duos and trios, he also includes a small orchestra and often guests. This is all woven together by Wiley's informal commentary.

### When Star Ascended

Wiley really first attracted national attention in April, 1938, through his *Sunrise Salute*, when National Livestock & Meat Board released results of a 14-station campaign conducted in metropolitan areas. The cooperative organization bought outstanding participation programs. During the brief campaign a free booklet containing information on the purchase and preparation of fresh meats was offered. *Sunrise Salute* was first in the nation on a cost-per-inquiry basis, drawing 19,469 requests for the booklet.

From then on Wiley's star rose in the national firmament with a greater number of national sponsors sharing time with regional and local ones on his programs. His great success with *Sunrise Salute* gave other advertisers confidence in early morning periods, and Wiley did a good sales job for other sponsors in this period, among them being Farmers Public Market, Los Angeles, which sells produce direct from farm to consumer. On one mention only Wiley sold a carload of peaches for this market. They had to be sold in 48 hours or be a total loss to the market, for the peaches were just ripe. Wiley, in his own particular style, told the story. There was a sellout.

### A National Sponsor

So successful was this live talent musical format on his morning program that when the *Housewives Protective League*, because of the long jam of sponsors, was increased from half to a full hour in the afternoon, Wiley interspersed similar entertainment between his comments. Currently he has Don Roland's orchestra with vocalists, who concentrate on "old favorite" requests.

Though Campbell Soup Co. is Wiley's first national network sponsor, he has been heard on the CBS Pacific Network for several well-known advertisers. His first Pacific Coast network sponsorship was in 1937 when a quarter-hour period of the five-weekly sustaining *Western Home Hour*, afternoon variety show, was sponsored by Table Products Inc., Los Angeles, (Duchess Salad Dressing) for 13 weeks. When CBS discontinued the show shortly afterward, Wiley concentrated on his two local programs—but not for long. In September, 1938, Soil-Off Mfg. Co., Glendale, Cal. (cleanser), returned him to a seven-station CBS West Coast network with a program built at the sponsor's request. Wiley's success for Soil-Off had been so significant on his two KNX programs, that the firm sponsored him on the network for 13 weeks under title simply of *Fletcher Wiley*, which he also uses today for Campbell Soup Co. When CBS began offering his daily quarter-hour network program on a participating basis, California Prune & Apricot Growers Assn. (Sunsweet Prunes & Apricots): Knox Gelatine Co.; California Fruit Growers Exchange (Sunkist oranges and lemons), and other national advertisers sponsored him on a CBS network consisting of KNX KARM KSFO KOIN KVI KIRO KFPY. After several nibbles for prospective transcontinental sponsors, Campbell Soup Co., on Jan. 22 in a 13-weeks test, started sponsoring him five times weekly on nine CBS West Coast stations, extending the series to 36 outlets for 52 weeks, on April 29, Mondays thru Fridays 2:30-2:45 p. m. (EDST).

**GROCERY STORES** of Southern California stage quarterly Fletcher Wiley Sales, promoting products he advertises on his daily combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Stores are decorated with such banners as pictured.

### Why He Succeeds

Key to the success of the local programs—*Housewives Protective League* and *Sunrise Salute*—lies in the commentator's past experiences in the food industry and his true salesmanship. Wiley's previous training has given him accurate knowledge on all branches of food chemistry and merchandising. In many instances he knows as much about a product and its history as the local broker or distributor. Furthermore he has the ability to sell himself to the advertiser and

trade. Wiley's 20 years of food products selling through brokerages makes it possible for him to call on local brokers and agencies in person and present his story.

When he assumes the advertising burden for some product, he personally checks the distribution setup, confers with the local broker on sales strategy, ways to open new outlets, and other means to move the commodity. Wiley has turned down many products. Filed in his fourth-floor office in the CBS Hollywood building are names of 3,500 housewives who are members of his "testing bureau". When a sponsor approaches him with a product, Wiley turns it over to 50 of these housewives for testing. If it meets their high standard test, nine times out of ten Wiley will accept the sponsorship.

Wiley, too, is one of the few showman-salesmen in radio. Although his fan mail averages more than 2,500 letters monthly, he doesn't answer a one. He discounts fan mail as an index of the job he is doing for a sponsor and sticks with sales results—on that he rises and falls. He is actually a sales manager with a flair for entertaining and informative commentary. His personal contacts are reflected in the tremendous weight he has acquired with the Southern California grocery and market trade.

Two groups of voluntary grocery chains—Certified Grocers and the Red & White Stores, representing some 700 independent grocery stores throughout Southern California—conduct quarterly Fletcher Wiley Sales, and "push" products currently being promoted by the commentator on his *Sunrise Salute* and *Housewives Protective League* programs. Besides including boxes in their newspaper advertising to promote the Wiley Sale, they also decorate stores with silk screen banners and have special store displays during the quarterly campaign. This all without cost to the commentator.

### Says What He Wishes

Wiley's commercials, like his programs, are strictly ad lib. He says what he wishes, without interference from the sponsor. He has sacrificed some important national accounts because of his insistence that all commercials be ad libbed. He speaks the way he feels, and commercials are drawled out slowly, woven in and out of his discussions.

In a typical day he'll discuss air raid precautions in Britain; the story of an accountant's error due to a fly speck; the story of Napoleon's literary career and how it affected Europe; how the stock market works—all in a slow Pegleresque and picturesque Americanese—as if talking informally to friends. He talks from brief typewritten notes. Sometimes he pauses to take off his coat and rearrange his chair. The radio audience has come to expect and appreciate the showmanly ease with which he talks to them.

It was only recently that he allowed his picture to be published, declaring that "no matter how handsome a commentator is, he never looks like what women picture him to be. She doesn't like it because it limits her imagination. And then, she may not listen."

Although numerous civic organizations have approached him with offers of kudos, Wiley universally declines them. One of the few exceptions was when, in early January, he accepted the Citation of Service from the Disabled American War Veterans. It was awarded him "because of his sympathetic understanding of veterans' problems, because of his ready willingness, without consideration of cost or personal sacrifice, to champion their justifiable causes over a long period . . ." This was the fourth time in 20 years that the award had been given. The other recipients were Madame Schumann-Heink, Eddie Cantor and Jack Warner, vice-president of Warner Bros.

Though Wiley's schedule is one of the most rigorous in radio, in actual number of hours of broadcasting, he still is able to give the same impression that he did when conducting a half-hour daily program on the old KNX. He still can be found lounging in his office, feet on desk, reading a magazine, perched on a salesman's desk discussing world problems, apparently with nothing to do and all the time in the world to do it. Yet he confers long hours daily with his researchers and staff.

## Wiley Adds KSFO

FLETCHER WILEY'S *Housewives' Protective League*, heard regularly on KNX, Hollywood, has started on KSFO, San Francisco, on a twice-daily basis under direction of Galen Drake, following Wiley's established format. The *Housewives' Protective League*, which is a formally chartered fraternal organization as well as a program, has a Southern California membership including more than 3,500 voluntary registered housewife-testers who determine acceptability of products submitted for sponsorship. Wiley will continue to conduct the KNX program.

## FBI Head Remoted

FOR what is believed the first time in history a major university's commencement speaker, unable to attend the exercises in person, carried through with his address via radio network lines. J. Edgar Hoover, head of the Federal Bureau of Investigation, was slated to visit Drake U in Des Moines and deliver the commencement address. However, pressing business kept him in Washington. In the midst of the complications he offered to broadcast his speech via WOL, MBS Washington outlet, direct to the Drake graduating class. The plan was followed out through arrangement completed by KSO, Des Moines, MBS-NBC affiliate in Des Moines.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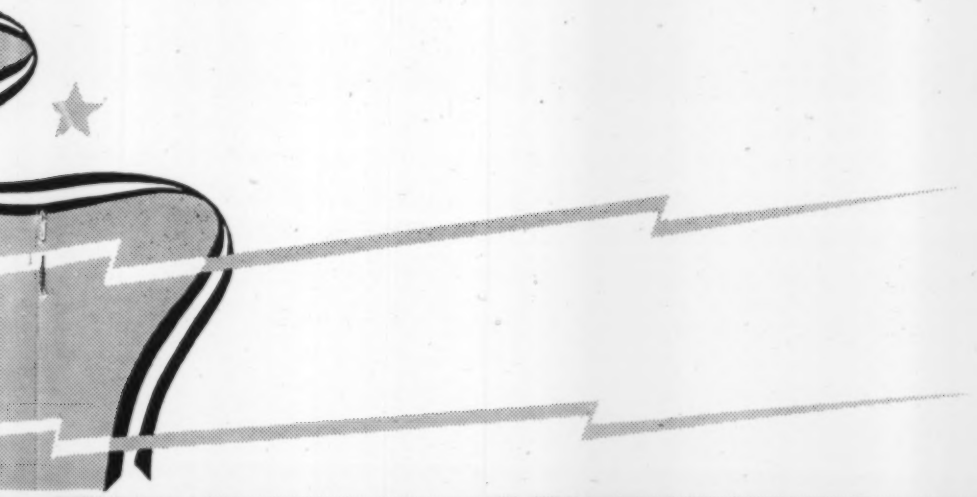

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THOUSAND WATTS CBS

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## OUR PLATFORM

*Keep American radio free as the press.*

*Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.*

*Build programs to provide the greatest good for the greatest number.*

*Avoid political partisanship on the air.*

*Install radios in every home, classroom, office, automobile, passenger train and airplane.*

*Keep pace with technical developments and foster their commercial applications.*

## War via Radio

TOTAL WAR in Europe, with its staggering repercussions in this hemisphere, focusses new attention on the role of radio. Last September emphasis was placed on maintenance of our neutrality, with every deed and move weighed in the light of whether it would give "aid and comfort" to any belligerent. Today there can be no doubt as to the sympathies of the United States. But the byword is to protect our democratic and hemispheric interests by arming to the teeth.

This swift turn in public sentiment does not alter the obligation of radio as a responsible purveyor of information. Last fall the industry quickly assumed its new role by adopting self-imposed guideposts for the handling of war news. Networks and stations, coordinating through NAB, adopted war coverage policies. Though the situation changes almost from day to day, these basic policies are sound and should be observed.

In these tense times there is constant danger of mass hysteria. The action of the FCC in banning international amateur communications to minimize possible espionage, is the first tangible move by the Government involving any phase of communications. It must be remembered that during the last war amateur communications were entirely shut off. Other external communications curbs may be expected. Foreign language programs on broadcast stations may be placed under restraint. Rigid surveillance of international broadcast programs is not unlikely. These, however, fall in the sphere of logical protective devices. They do not portend unduly rigid intervention in domestic radio programming. Sufficient assurance, we think, has come from highest places on that score [BROADCASTING, May 15, June 1].

Every day broadcasters hear glowing words of praise for the job radio is doing in war news coverage. Here and there is a discordant voice, usually a disgruntled publisher who argues the worn-out "over-dramatization" theory and accuses radio of inciting "war nerves" or such.

Broadcasters have done a remarkably wholesome job of presenting the biggest story since the Napoleonic conquests. But despite the plaudits of listeners and the back-patting, they should not let down on their vigilance or overlook the need for making adjustments as public policy and good sense demand. There has been little complaint on the commercial side, particularly as to network programming. Locally, however, we heard of instances where accounts are being permitted to tie commercials into war news. "Blitzkrieg shirt sales" or launching of "new offensives" by soda-pop bottlers, certainly do not constitute good radio. War discussion should be kept out of commercials either facetiously or seriously. It is not the sponsor's job to mould public opinion.

With each thrust abroad, new tension grips the country. The populace is being kept informed by an ever-alert system of 800-odd broadcast stations, fed like the newspapers by four nationwide press associations as well as by the independent newsgathering organizations of the networks themselves. War news, uncolored and unvarnished, is all too tragically dramatic. It requires no newsroom embellishments. World history is being made. Radio's task is to report these contemporary developments objectively, dispassionately, faithfully.

## An Oversight

STILL clinging to advertising and promotion methods that have prevailed many decades, some retailers have been loathe to take up serious use of a medium that so far lacks eye appeal. Those who haven't tried radio naturally haven't discovered its sales potency. Apparently the authors of *Simplified Sales Promotion for Retailers*, published by the National Retail Dry Goods Assn., haven't gone out of their way to analyze broadcast advertising. In fact, they have so simplified their 176-page advertising manual that a mere six pages are devoted to radio, with a few bare essentials touched lightly. Retailers who have ventured beyond the staid conservatism of their cult have built up an impressive saga of radio success stories. Unfortunately the authors failed to depart from a vanishing tradition when they avoided making a proper analysis of the medium that ranks second among all media in dollar volume.

## Forgotten Pact?

WHAT HAS happened to the Havana Treaty reallocation? Is it going by default after the United States and Canadian Governments spent more than a decade in seeking to work out an agreement whereby inter-American broadcast interference would be eliminated?

Those are the questions now being posed in broadcast circles. The answers are not yet available. At the FCC it is stated simply that the actual promulgation will be handled in due course. Yet it is apparent that the treaty has taken the last seat in the last row—with FM, television, war developments and the Network-Monopoly report given priority. There is no gainsaying the importance of these other issues, yet time is of the essence on the standard broadcast allocations. Here's why.

Mexico, after a two-year delay, on March 29 formally deposited with the Havana Government its treaty ratification papers. The treaty itself carries a proviso that 180 days after the fourth signatory nation (United States, Canada, Mexico, and Cuba) shall have ratified, the allocation lists be exchanged. That six-month period expires about the end of August, as we figure it. The treaty, under its own terms, must become effective not more than one year after the fourth nation has ratified. That date is March 29, 1941.

As we understand it, the preliminary engineering data has been prepared at the FCC. The legal modus operandi — whether show cause orders should be issued or some other procedure invoked—apparently remains to be accomplished. Some 90% of present station assignments are due for change, shifting from 10 to 40 kc. up the band. At present all broadcast licenses have been extended only to Oct. 1 in anticipation of the treaty reallocation. The end-of-October notification deadline obviously will force a further postponement of the present renewal date.

The treaty was evolved at extraordinary sessions in Havana during latter 1937. It was hailed as a diplomatic triumph because a half-dozen previous attempts to align Mexico and Cuba in inter-American broadcast allocations as a means of eliminating interference caused by unscientific allocations had failed. The treaty provides for elimination of the notorious Mexican border stations. It will end promiscuous and indiscriminate use of frequencies by Cuban stations, playing havoc with reception in this country. It will make possible improved assignments for many stations and afford improved rural and remote service. All these things await only action of the FCC.

We do not want to appear unduly critical of the FCC on this score in these hectic times. Yet we feel that in charting its procedure it should not overlook the importance of the broadcast allocations. A vast amount of work must be done by the signatory nations in evolving duplicated channel assignments even after the allocation lists are exchanged.

Any thought of veering from the treaty allocation terms (and we understand they are harbored by certain FCC members) certainly should be banished. It would be a breach of faith with the other signatory nations, which agreed to a specific allocations structure. Such matters, including clear channel duplication, can be coped with after the prescribed allocations are promulgated and in force.

# We Pay Our Respects To —

THOMAS FRANCIS HARRINGTON

BRIGHT young chaps interested in the radio end of advertising on the Eastern seaboard eventually pause in the reception room of Young & Rubicam, New York, then pass to an inner office to talk hopefully for a moment or two with a lean hawk-faced man named Tom Harrington.

They may not come out of his office with a job—more probably they have been told there is little chance for an opening—but they come out smiling.

Tom Harrington, radio director of Young & Rubicam is like that. He gives that feeling of friendliness. He puts one at ease and encourages even while saying "No". That's one of his secrets of success. Although only 38, he ranks among radio's veterans and is one of the best known and liked executives in the business.

Coast-to-coast, they think and speak of him effectionately as just Tom. His full name is Thomas Francis Harrington, but even he seems to have forgotten it, and is reliably reported to have doubted the authenticity of one of his own letters because he had signed it Thomas F.

Tom was born on July 12, 1902, in Boston. Exactly 28 years later, to the day, he married Rose Williams of that city. Between these two significant events he attended school in his native city and was graduated from Boston U, where he captained the varsity hockey team. The rudiments of advertising and show business he learned while an undergraduate, working for the old Batten Co., now Batten, Barton, Durstine & Osborn, after classes. At the same time he absorbed some knowledge of drama with the famous Malden Auditorium Stock Co., at Malden, Mass.

After a few years of hard work in the advertising field, Tom took a leave-of-absence to rest. Within a few short months, however, he was recalled to join the radio department of the agency and worked on production of three outstanding programs of that period: *Happy Wonder Bakers, Shradertown Band* and *Armstrong Quakers*. That was in 1929. Next he was shifted to the station relations department. But his real interest was in programs, and after a short time he wrote continuity for *Happy Wonder Bakers* and *Armstrong Quakers*, then became assistant producer of these shows.

His knowledge of drama, developed behind the scenes of a stock company, was put to a real test for the first time when he took over the task of casting the *March of Time* series. Exacting in its requirements, the job kept him on a constant search for flexible actors who could adequately impersonate voices of world-famous personalities. He spent hours auditioning talent from the stage, screen and radio. He spent more hours listening to dramatic programs, always cataloging voices for future use.

Tom Harrington has always harbored an ambition to be an announcer. It was partly gratified when he first worked in New York announcing remote control dance bands for WHN on a part-time basis. However, his production activities inevitably interferred with chances for announcing laurels.

The first frustration came several years ago when NBC invited him to participate in a series of qualifying tests. He passed the preliminaries with flying colors. For the finals, the young hopeful arrived at the studios a bit late. Rushed to the microphone with no chance to look over script, which was little more than a list of famous foreign composers, Harrington was stumped. As a result, never since has he been severe with announcers who stumble over difficult names.

His second chance came during his *March of Time* series. As casting director, in auditions for a new announcer, he herded some 40 candidates to the microphone within four days, reading cue lines for all so they could pick up the dash and verve of *Time's* continuity. As the last candidate went to the microphone, the executives sitting in judgment phoned Harrington. "You read the announcement next," he was told. Tom did. To his surprise they awarded him the job, but someone turned up with a forgotten ruling that no staff member was to announce on the show. Tom, however, stood by as substitute announcer.

The young radio director of Young & Rubicam did not rocket to his top position. He worked up the hard way. Nor does he pose as a Lord of Production and executive who can do no wrong. He started his career in a small way, making strides slowly. His first big show for that agency was *Uncle Don's Kiddies Hour*. His next was the *Beatrice Fairfax* dramatic series. Then he directed the *Joe Cook Hour*. *Forty-five Minutes in Hollywood*, the first New York program that attempted to reproduce the glamour of Hollywood, was one of his.

Harrington took over the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), six years ago in New York. When the weekly program was switched to Hollywood for origination on May 21, 1936, he went along, continuing as producer. For a time it appeared his skill in dramatic production would be buried under the reflected glory of working with the noted comedian, but Young & Rubicam discovered another Harrington talent—his executive ability. He was given additional responsibility. For several months the Young & Rubicam Hollywood offices were to be found in the front room of the Harrington home. Then slowly, a large office and production staff were developed. Other sponsored shows produced by the agency were switched to Hollywood for origination. New ones were built for still other sponsors. All the details were in his hands. Tom divided his time between running the West Coast office and producing the weekly *Jack Benny Show*. In addition he also supervised production of the *Burns & Allen Show*, then handled by the agency. Harrington continued as West Coast manager for 2½ years, until transferred on Jan. 1, 1939, to New York as radio director of Young & Rubicam.

Tom's present strenuous schedule takes him to Hollywood on an average of thrice yearly. He keeps his fingers on the radio pulse and is aware of every progress in the industry. He has enthusiasm, foresight and that program sense that invariably clicks. Business associates admire and enjoy working with him. Members of his staff swear by him because he put responsibility into their hands and shows confidence in their ability. Ask Tom about his hobbies, and he'll answer "None!", and then as an afterthought, follow it up with "Work, I guess". Tom does go in for handball and a bit of tennis when time permits. He still is enthused about hockey and also makes a good football fan. In addition to that irrepressible longing for a fling at announcing, he has another secret ambition. Some day Tom Harrington would like to read a few lines on the *Jack Benny Show*.

# Personal NOTES

KARL KOERPER, vice-president of Midland Broadcasting Co., on June 1 was promoted to vice-president and managing director, according to an announcement by President Arthur B. Church. The promotion came on Koerper's second anniversary with the company, which owns and operates KMBC, Midland Television Inc., and Midland Radio & Television Schools Inc., and followed arrival of Sam Bennett, new KMBC director of sales.

JOSEPH V. HEFFERNAN, formerly with the law firm of Wright, Gordon, Zachry & Parlin, New York, has joined the law department of RCA as assistant general counsel. A graduate of St. Louis U and of the Indiana U Law School, Mr. Heffernan did post graduate work at Columbia U, which granted him the degree of LL.M. in 1935.

ROBERT E. DUNVILLE, general sales manager of WLW, Cincinnati, and Mrs. Dunville became the parents of their first son, born June 8. Their daughter Roberta is three.

PAUL BRINES, recently with the Ray Linton program firm in Chicago and before that Chicago representative of BROADCASTING, has joined WTAX, Springfield, Ill., as salesman.

VAUGHN A. KIMBALL, for 10 years advertising manager of the *Dodge City Daily Globe*, has been named advertising manager of KGNO, Dodge City, Kan.

WILLIAM B. PERRIN and Jesse M. Teague recently were elected vice-presidents of A. C. Nielsen Co., Chicago market research organization. Both men were promoted from within the company and are associated with the Chicago offices.

FRANK BISHOP, station director of KFEL, Denver, is the father of a girl born May 31.

E. C. EMBRY, salesman of WBAL, Baltimore, is the father of a girl born late in May.

LEOPOLD HOULE, supervisor of French publicity for the Canadian Broadcasting Corp. in Montreal, was officially installed June 10 as a Fellow of the Royal Society of Canada at its annual meeting at London, Ont. He has also been honored twice by the French government, with a ribbon of d'Officer d'Academie and the rosette of L'Instruction Publique.

MAJ. EDWARD A. DAVIES, vice-president of WIP, Philadelphia, will spend the month of August in active Army duty during maneuvers to be held at Plattsburg, N. Y.

DR. FRANKLIN DUNHAM, NBC's director of religious and educational programs, on June 12 addressed the 51st annual commencement of Catholic U of America, Washington.

WILLIAM B. SHEA, account executive at KYA, San Francisco and Carolyn Reynolds, San Mateo, have announced their engagement.

MRS. HELEN CLARKE SWABEY, liaison officer of the Canadian Broadcasting Corp. at New York, and daughter of Mr. and Mrs. Russell S. Smart, Ottawa patent lawyer, on May 14 was married to Dr. Averill Stowell of the staff of the Neurological Institute, New York Medical Centre.

SAM TEITELMAN, of the marketing research department of Armour & Co., has been elected president of the Chicago chapter of the American Marketing Assn., succeeding C. C. Chapelle. E. K. Hartenbower, of the Chicago NBC sales staff, was elected to the board of directors.

VAUGHN KIMBALL, commercial manager of KGNO, Dodge City, Kan., has been elected district governor of Western Kansas Lions clubs.

WILLIAM R. DUCHANE, formerly advertising manager of a local store, has joined WKBZ, Muskegon, Mich., as director of publicity and merchandising. Traffic director of the station is Garrison Poling, formerly of WELL, Battle Creek, and sales director is William C. Wester, formerly of WTAQ, Green Bay, Wis.

WALTER C. SCHAFER Jr., salesman of WIDZ, Tuscola, Ill., on June 1 married Love Bradfield.

JACK McADAMS has joined the sales staff of WIBG, Glenside, Pa.

N. L. NATHANSON, Toronto, representative of the theatre and moving picture industry on the board of governors of the Canadian Broadcasting Corp., has been appointed vice-chairman of the board headed by Rene Morin of Montreal, to succeed Brig.-Gen. Victor Odlum of Vancouver, who resigned to head the Second Division of the Canadian Active Service Force.

JAMES R. MAUMENEE, young attorney formerly with the Department of Justice, on June 10 became secretary to FCC Commissioner F. I. Thompson. He succeeds George W. Bains, who resigned in March.

ELZEY ROBERTS Jr., son of the publisher of the *St. Louis Star-Times* and owner of KNOK, and an announcer on the station on vacations, won a song-writing contest at Princeton, where he is a sophomore. Half of the royalties and a season athletics pass was the award for the song, titled "Princeton Stadium Song."

WILLIAM MEZGER, formerly of WMBD, Peoria, and Charles Boyajian, formerly with WJBK, Detroit, have joined the staff of the new WSAM, Saginaw, Mich.

MARTIN J. McGEEHAN, formerly of Radio Sales, CBS division in Wisconsin, and previously of WISN, Milwaukee, and WSAU, Wausau, Wis., has joined the sales staff of the Wisconsin Broadcasting System.

HERBERT HUCKS Jr., faculty member of Greensboro Senior High School and director of public school radio education, on June 17 is to join the commercial staff of WBIG, Greensboro, N. C.

W. H. SUMMERVILLE, general manager of WWL, New Orleans, accompanied Henry Dupre, special events chief, and A. J. Cummings, auditor, to Pascagoula, Miss., June 8, to supervise the radio coverage of the launching of the *S.S. Exchequer*, new vessel completed for the American Export Lines.

HARDY HARVEY, formerly of KFJZ, Fort Worth, has been named manager of KBST, Big Spring, Tex., succeeding Jack Wallace, who has joined the sales staff of KFJZ.

LINCOLN DELLAR, general manager of KSFO, San Francisco, has been named to the radio committee of the San Francisco Advertising Club, handling publicity for the Allied Relief Fund.

JAMES LYONS has joined KVOE, Santa Ana, Cal., as account executive.

VAUGHN A. KIMBALL, advertising manager of KGNO, Dodge City, Kan., on June 4 was elected governor of District 17-N in Lions International. He will attend the international convention of Lions Clubs at Havana, July 23-25.

## McNaughton at WLAW

APPOINTMENT of Henry B. McNaughton, former general manager of WTBO, Cumberland, as business manager and program director of WLAW, Lawrence, Mass., was announced June 1 by Irving E. Rogers, vice-president of Hildreth & Rogers Co., operating the station. Prior to joining WTBO about five years ago, Mr. McNaughton was assistant manager of WTAM, Cleveland, and also had been night traffic manager of NBC in New York.

### Countess Olga Albani

COUNTESS OLGA ALBANI, former NBC soprano star featured on the Realsilk *Silken Strings* programs and Cities Service series, died June 3 in Tucson, Ariz., where she had been living for more than a year in an effort to improve her health. She had been suffering from arthritis. Countess Albani had also appeared with opera companies in New York and Chicago.

# Meet the LADIES

IRNA PHILLIPS

IT TAKES a regular 8-to-5 office schedule daily except Sundays for Irna Phillips' amazing output of some 2,000,000 words a year of radio serials. The other day she celebrated her tenth anniversary in radio, during which her ten million words have included more than 6,000 quarter and half-hour scripts. Particularly adept at popularizing day-to-day happenings in the ordinary American family's life, and eschewing crime, Miss Phillips' programs that have appeared or are now appearing on the networks include *Painted Dreams*, *Thoughts for the Day*, *Today's Children*, *Masquerade*, Edgar Guest's *Welcome Valley*, *Judy & Jane*, *Ma Brown's Patchwork Quilt*, *The Guiding Light*, *Road of Life*, *Women in White* and *The Right to Happiness*. Never lacking for a sponsor are her shows, managed by Carl Wester & Co., Chicago production firm. She started her writing career with *Gold Star Mothers*, written for Memorial Day, 1930. That was shortly after she quit teaching at Teachers College, Dayton, where she went after being graduated from the U of Illinois and post-graduated from the U of Wisconsin.

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LOWELL THOMAS and H. V. Kaltenborn, NBC news reporters, were voted the most popular newscasters by students of Muhlenberg College, according to a survey of the senior class recently made by the radio broadcasting division under the supervision of Dr. Carl Wright Boyer.

## Cupid at WING

WITH three marriages and an engagement announcement, the staff of WING, Dayton, O., experienced a matrimonial blitzkrieg during the first two weeks of June. Bill Ratcliff, WING announcer, on June 4 married Margaret Stein, of the WING service department. On June 8 Jim Miles, assistant production manager, married Elizabeth Reber. And on June 10 Hal Mulligan, announcer, exchanged vows with Virginia Varga. In the midst of all this Jim Cerney, WING promotion manager, and Martha French announced their engagement.

## Cupid's Day

CUPID ran amuck at CBS Hollywood studios on June 1 with several engagements and marriages being announced. Harry Spears, CBS audio supervisor and Jeanne O'Neill, network singer, were married in that city June 1. Richard Kline, commentator and conductor of the six weekly KNX program, *Keeping Fit in Hollywood*, sponsored by Owl Drug Co., San Francisco, married Marjory Manners, at Las Vegas, Nev., on that date. William Gay, KNX chief announcer and Nancy McKenna, announced their engagement, as did Elizabeth Heineman, secretary to Harry Witt, CBS Southern California sales manager, and Bradford Swope, Washington, D. C. attorney. Shirley Rylander, script secretary of Ruthrauff & Ryan on the CBS *Big Town* series sponsored by Lever Bros., also announced her engagement to Robert Reusche, film technician.

# BEHIND the MIKE

JACK PENNELL, formerly of WRAL, Raleigh, has joined the announcing staff of WGBR, Goldsboro, N. C. David Sievers, WGBR dramatic director, recently received his degree from the U of North Carolina and was named to Phi Beta Kappa. Harry Bright, WGBR sportscaster, has taken over as continuity director, succeeding Margaret Early, who resigned to join WPTF, Raleigh, as woman's editor.

GAY AVERY, formerly of WOW, Omaha, has joined the announcing staff of KMOX, St. Louis. Lee Bloomgarden, formerly copy writer for Wills & Co. and Olian Advertising Agency, both of St. Louis, has joined the KMOX continuity staff.

SIDNEY FIELDS, Hollywood writer, has been made head writer of the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest).

MARY MASON, director of women's programs at WRC-WMAL, Washington, will be in charge of the NBC booth at the American Home Economics Assn. convention, beginning June 23 in Cleveland. She will transcribe descriptions of the convention for use on her daily *WRC Home Forum*.

ROBERT MOON, KNX, Hollywood, junior announcer, narrowly escaped death near Kimball, Neb., June 5, when his car went over an embankment and turned over twice. He and two companions were unhurt. They were en route to Lincoln, Neb., on vacation.

FRANK GOODWIN, formerly with Central News of America and Washington papers, has joined the regular newsstaff of WRC-WMAL, Washington. Ralph Flavey, Gerald Gordon and Ralph Peterson have been added to the staff on a part-time basis.

DAVID BROEKMAN, Hollywood musical director of the CBS *Texaco Star Theatre* sponsored by Texas Co., will conduct the Los Angeles Philharmonic Symphony in "The Ballad for Americans" when Paul Robeson sings the work in Hollywood Bowl July 23. Robeson will be assisted also by the Hall Johnson Choir.

JAMES GEIS, publicity director of WNAX, Yankton, S. D., has been placed in charge of the promotion and merchandising department of the station, recently expanded and centered in the main studios at Yankton. Susan Taylor, WNAX woman's director formerly located in the Sioux City studios, has taken over the publicity duties formerly handled by Geis. Don Hopkins, formerly of KYSM, Mankato, Minn.; KMMJ, Grand Island, Neb., and KCNF, North Platte, Neb., has joined the WNAX announcing staff.

VIOLET MOSS, formerly KSAN, San Francisco, commentator, and prior to that on the staff of KFWB, Hollywood, has joined George Logan Price Inc., Los Angeles radio production service, as writer.

NORMAN CORWIN, CBS writer-director in New York, has turned down an offer to write for RKO-Radio Pictures, Hollywood, and will continue at CBS with possible work on the West Coast for the network later this year.

ARTHUR KRIBS, Hollywood script writer, has replaced Artie Phillips on the CBS *Al Pierce & His Gang*, sponsored by R. J. Reynolds Tobacco Co. (Camels). Phillips joins the *Burns & Allen* staff.

STUART FINLEY, formerly on WWSW, Pittsburgh, has been appointed relief announcer at KYW, Philadelphia, during summer vacations. Clarence Fuhrman, musical director of KYW, Philadelphia, has been reappointed musical director of Cape May, New Jersey resort.

BOB HUSTED Jr., 18-year-old son of Bob Husted, well-known sports writer, has joined the sports announcing staff of WING, Dayton, O.

PAUL E. MULLEN, day captain of the NBC, Chicago, guide staff, has been promoted to a post in the radio recording division. Edward G. Weber, guide, replaces Mullen.

JERRY BURNS, formerly of WLW, Cincinnati, and KXBY, Kansas City, has joined the sports staff of WJJD, Chicago, to work with Charlie Grimm and Lou Fonseca on the daily broadcasts of Chicago Cubs and White Sox games.

GEORGE HEINEMAN, news writer, on June 10 joined the news staff of WBBM, Chicago.

HUNTER KOHLER, staff pianist of WBBM, Chicago, has had his *Rainbow Suite* published by Leeds Publishing Co., New York.

TOM HUDSON, announcer formerly with WGN, Chicago, and KGKO, Fort Worth, has joined the announcing staff of WHN, New York.

KNOX MANNING, CBS Hollywood news commentator, has been added as narrator for the NBC *Streamlined Operas*, sponsored by Union Oil Co., San Francisco.

MARJORIE L. SPRIGGS, formerly of WORL, Boston, has joined WBZ-WBZA, Boston-Springfield, as assistant to Charles Gilchrest, director of publicity and special events.

MABEL COBB, conductor of the *Book Theatre* program originally broadcast from Boston and for the last year working in television at NBC, is again presenting a weekly program dramatizing the best of the new books on WEVD, New York. Miss Cobb writes, casts and produces her own versions of both fictional and non-fictional books.

HERSCHEL HOLLAND, formerly of KFBI, Wichita, Kan., has joined KGNO, Dodge City, Kan., as studio manager.

EDWARD DUKOFF, formerly publicity agent for the Hotels Lincoln and Edison, New York, has formed his own public relations and advertising agency at 119 W. 57th St. under the name of Edward Dukoff Associates. Telephone is Circle 6-2498.

## First On! Last Off! 20 Hours Continuous Radio Service!

● Broadcasting on one of the dial's most favorable frequencies, programmed for the complete satisfaction of the listening audience in the Denver - Rocky Mountain region, KLZ is now operating on 5,000 watts both day and night. With increased night power KLZ likewise broadens its broadcast day. It goes on the air daily at 5:00 a.m., closes down at 1:00 a.m. The Sunday schedule is from 6:30 a.m. to midnight. It is first on, last off in its area. Every listener in the section will be brought even closer to KLZ through its clearer and stronger signal made possible by this fivefold increase in nighttime power with directional antenna . . . will be served and entertained more hours per day than ever before. Advertisers will find a vastly increased market available through KLZ's intensified coverage of the Denver-Rocky Mountain area and through an expanded broadcast day. They may well look forward to this generous bonus of extra listeners as a means of opening up new avenues of sales throughout this entire Rocky Mountain region.

**KLZ** *Denver*

*CBS Affiliate—560 Kilocycles*

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

NEAL HACKETT, formerly of Texas State Network, has joined the announcing staff of KGKO, Fort Worth. Thaine Engle, manager of the KGKO traffic department, has been transferred to the publicity-merchandising department. Bill Arms announcer of the station is the father of a boy born late in May.

HOWARD BROWN, night supervisor at WIP, Philadelphia, and an amateur photographer, is planning to release for commercial use a motion picture based on the operation of a radio station.

EMMONS C. CARLSON, promotion manager of NBC's central division, will be one of the speakers during the morning session on direct advertising of the AFA convention, June 23-27, at the Hotel Sherman, Chicago.

CARL NELSON, page captain of WBBM-CBS, Chicago, on June 6 was named an announcer.

## KWK Proctor

MYRON J. BENNETT, newscaster of KWK, St. Louis, is turning his newly-acquired home recording equipment to good use. He picks up representative portions of each KWK announcer's work from the air during the week, then plays them back at the regular meetings of the announcing staff. The discs are said to help keep the boys on their toes.

SHIRLEY RYLANDER, secretary to Crane Wilbur, Hollywood script editor of Ruthrauff & Ryan, has announced her engagement to Robert Reusche, film technician of Technicolor Motion Picture Corp.

DICK CRANE, formerly of KGKO, Fort Worth, Tex., has joined the announcing staff of WJHL, Johnson City, Tenn., succeeding Dick Altman, now with WROL, Knoxville. Anna Sue Lacey, new to radio, has joined the WJHL continuity department, replacing Edythe Summers, whose engagement to Dr. William Matthews, of Davidson College, N. C., was announced recently. George Barber, WJHL production manager, has been elected president of the newly organized Johnson City Junior Chamber of Commerce.

EDDIE VANN is program director and Quinelle Vann assistant program director and continuity editor of WLOG, new station at Logan, W. Va.

DAVE VAILE, formerly of KYA, San Francisco, has joined KROD, El Paso, Tex., as chief announcer.

PHIL POLLARD, for several years in legitimate theatre work in New York, has joined the announcing and production staff of WFBC, Greenville, S. C.

BILL TERRY, sportscaster of WSGN, Birmingham, Ala., has returned to work after an emergency appendectomy.

ALVIN JOSEPHY Jr., special events announcer of WOR, Newark, has started a column in *The Saturday Review of Literature*, titled "Authors on the Air" and devoted to literary events on the networks.

BOB GOERNER, announcer of KROW, Oakland, Cal., recently had one of his songs accepted by a Hollywood publisher for transcription purposes. It is titled "Dark as the Night".

JOHN FRANCIS PAYNE, continuity writer and formerly on the staff of the *New York Daily News*, has joined the continuity staff of WBBM, Chicago.

CHEER BRENTSON, actress of NBC and CBS in Chicago, on June 8 was married to Robert E. Redington, Duluth hotel manager. Miss Brentson is a sister of Paul Brentson, WBBM-CBS announcer.

BILL MALONEY, publicity agent for Kate Smith, radio singer, has been elected a vice-president of the recently formed Publicity Club of New York.

GEORGE PROVOL, production manager of KDYL, Salt Lake City, is the father of a girl born June 4.

HUGH HARPER, Iowa U graduate with student experience on WSUI, Iowa City, has joined the announcing staff of KGNO, Dodge City, Kan.

EDITH GRAHAM, commentator formerly with KFRC, San Francisco, has resigned to go to Carmel, Cal. for the summer as assistant to Edward G. Kuster, theatrical producer.

RICHARD HALL, CBS Hollywood continuity writer, has written a new song, "Cowboy Serenade," introduced June 5 by Kenny Baker, on *Texaco Star Theatre*, sponsored on that network by Texas Co.

ED WALLIS, production chief of WIP, Philadelphia, is the father of a boy born June 6.

JOSEPH SAVALLI, announcer of WHOM, Jersey City, on June 22 is to marry Ida Mortenghi, WHOM office manager and secretary to General Manager Joseph Lang. Mr. Lang entertained the couple at a staff party in their honor June 15 in the WHOM New York studios.

DOREEN CHAPMAN, former home economist of WDAY, Fargo, and prior to that with KGLO, Mason City, Ia., has joined KFWB, Hollywood, as commercial copy writer, and assistant to Dave Davidson, sales promotion director.

RED FOLEY, of the WLS, Chicago, entertainment staff, on May 30 became the father of a girl. Mrs. Foley is the former Eva Overstake, at one time employed by the station.

**SWAMPED UNDER** was Art Baker, conductor of the daily participation program, *Note Book*, on KFI, Los Angeles, but he smiles with satisfaction as result. In a five-day campaign for Los Angeles Soap Co., Los Angeles (Scotch granulated soap), Baker offered a daily $5 grocery order for the best "penny saver" household hint sent in by housewives, with proof of purchase attached. He received more than 6600 box tops from the product as result.

WILL BALTIN, formerly radio and motion picture editor of *The Daily Home News* and *Sunday Times*, New Brunswick, N. J., has been appointed program director of W2XWV, the Allen B. DuMont television station now under construction in New York. Mr. Baltin has toured Europe studying television technique, has written television scripts and program features.

BOB FORWARD, formerly chief announcer at KYA, San Francisco, has joined KFRC, San Francisco. He succeeds Tobe Reed, who resigned to go to Hollywood.

JACK MILES, formerly trade news editor of NBC in New York, has resigned to join the city staff of the *New York World-Telegram*. Bill Norris, formerly on the NBC night press desk, succeeds Miles.

KATHRYN ALT, formerly of KWK, St. Louis, on June 1 joined WDAN, Danville, Ill., as musical director.

BILL LIVESAY, announcer formerly with KGMB, Honolulu, and previous to that with several stations in Illinois, has joined KYA, San Francisco.

CHUCK SEBASTIAN, formerly program director of WHDL, Olean, N. Y., and now a member of the staff of KSCJ, Sioux City, Ia., early in June married Margaret Karlstrom, formerly musical director of WDAN, Danville, Ill.

BEAULAH KARNEY, conducting the daily *Happy Kitchen* on KMBC, Kansas City, underwent an appendectomy late in May. During her absence, Dorothy Murphy conducted the program.

BEN T. WEAVER, formerly of WHAM, Rochester, N. Y., KWTO, Springfield, Mo., has been named program director of KINY, Juneau, Alaska.

RUSSELL HIRSCH, announcer of WCOA, Pensacola, Fla., on June 6 married Louise Caro.

DONNASUE LOHMEYER, graduate student in radio at Iowa U, has joined KMBC, Kansas City.

WILLIAM FIFIELD, formerly of the WBBM-CBS, Chicago, announcing staff, and his wife, Mercedes McCambridge, NBC actress, are leaving for Mexico late in June where they will spend a month after which they will make their home in Van Nuys, Cal.

HARLAN DUNNING, formerly with KROW, Oakland, Cal., has joined the announcing staff of KSFO, San Francisco.

TOM REYNOLDS, formerly of KBST, Big Spring, Tex., has joined the announcing staff of KRBC, Abilene, Tex.

***Manufactures:*** North Carolina leads the South Atlantic states in value of manufactured products with a total production of $1,384,737,686 (1937 Census of Manufactures). A total of $952,100,000 or 69% of the state total were produced within the primary coverage of WPTF.

***Agriculture:*** North Carolina also leads the South Atlantic States in gross farm income with $360,404,000 in 1937. Statistics for that year are not available by counties but WPTF blankets the principal tobacco belt with a cash crop income of $145,000,000 and other sources of revenue as well.

**Largest Trading Area, Baltimore to Atlanta**

***Trade:*** With 1,055,471 population and 1939 retail sales of $184,278,000,* the Raleigh Trading Area is the third largest of 40 defined by BBD&O for the eight southeastern states. It is the Largest Trading Area between Baltimore and Atlanta.

***Capital:*** Raleigh is the Capital of the South's fastest developing state, the buying center of nearly the whole Eastern section of North Carolina. And it is the home of

*Sales Management. 1940

NBC RED-BLUE AFFILIATE

5000 Watts 680 KC

WPTF

RALEIGH, N. C.

National Representatives – FREE & PETERS, Inc.

New York Office 247 Park Avenue Telephone Plaza 5-4131

Chicago Detroit Los Angeles San Francisco Atlanta

TOM PETTEY, public relations director of the Assn. of Motion Picture Producers (Will Hays office), recently resigned to become Hollywood radio and film news correspondent of *PM*, New York newspaper, scheduled to start June 18.

LUCIA THOMPSON and Lois McDermand, of the production department of WHBF, Rock Island, Ill., have returned to their desks. Both had been ill several weeks.

GEORGE REUTER, formerly of WBBM, Chicago, has joined the continuity department of WMBD, Peoria, Ill.

ROMELLE FAY, formerly musical director of KMA, Shenandoah, Ia., and KOAM, Pittsburgh, Kan., has joined WBBM-CBS, Chicago, as organist.

PAUL MINER, sports commentator of KSO, Des Moines, on June 3 received his degree from Drake U in Des Moines.

HOWARD WOLFE, program director of WMMN, Fairmont, W. Va., on June 8 married Joan Manley.

HILLIARD GUDELSKY, formerly of WKBZ, Muskegon, Mich., has joined WOWO-WGL, Fort Wayne, Ind., as sports news editor and newscaster.

JOE WHEELER, formerly of WROL, Knoxville, has joined the announcing staff of WSIX, Nashville. Thomas MacWilliams, of the WSIX continuity staff, recently married Louise Gentry.

DOROTHY DENVIR, actress of WBBM-CBS, Chicago, is the mother of a boy born May 27. She is a sister of Quin Ryan, WGN, Chicago, manager.

SHIRLEE AUSTERLAND has joined the production staff of KFRC, San Francisco.

DORIS LEE, of the accounting department of WNEW, New York, was married June 2 to Ross Sandler of Dell Publishing Co., New York.

### Jack Malerich

JACK MALERICH, 44, well-known Minneapolis musician, died June 7 of a heart attack shortly after finishing his regular daily organ broadcast on WDGY, Minneapolis. After completing his 8:30 a. m. recital from the Minnesota Theatre, Mr. Malerich breakfasted with a friend, complained of feeling ill and was taken back to the theatre, where he died shortly afterward despite efforts of a pulmotor squad. Surviving are his wife, three children, four brothers and three sisters.

### John S. Young Honored

DR. JOHN S. YOUNG, director of radio and television for the New York World's Fair, on June 13 received the honorary degree of Doctor of Science from Suffolk U in recognition of his contributions to radio, with particular reference to the development of better relations among nations through international broadcasting. The award, presented last year to David Sarnoff, president of RCA, was conferred at commencement exercises of the university in Boston.

SYDNEY DIXON, NBC western division sales manager, has been elected to the Los Angeles Sales Managers Assn. He has also been appointed to the radio committee of the Pacific Advertising Clubs Assn. annual convention to be held in Vancouver, B. C., July 7-11 inclusive. Hugh Feltis, commercial manager of KOMO-KJR, Seattle, is chairman of the radio division.

DR. JOHN L. DICKSON, director of the WGN, Chicago, *Midday Service*, was honored June 4 with the degree of Doctor of Literature by his alma mater, McKendree College, Lebanon, Ind.

## Scripps Heads Research

APPOINTMENT of William J. Scripps, general manager of WWJ, Detroit, as chairman of the NAB Research Committee, was announced June 7 by NAB President Neville Miller. Mr. Scripps replaces H. K. Carpenter, general manager of WHK - WCLE, Cleveland, who was appointed earlier this year but held that pressure of business would not permit him to devote sufficient time to the task. Membership of the committee, in addition to Mr. Scripps, includes H. M. Beville Jr., research manager of NBC; Scott H. Bowen, WIBX, Utica; Arthur B. Church, of KMBC, Kansas City; James B. Shouse, WLW-WSAI, Cincinnati; Dr. Frank N. Stanton, research director CBS; Theodore C. Streibert, vice-president WQR, Newark.

Mr. Scripps

### New Fish Story

THE BIG ONE didn't get away from W. H. Summerville, general manager of WWL, New Orleans, but he can't prove it with the usual picture. While on a deep-sea fishing expedition the other day with Henry Dupre, of the station staff, Summerville landed a 55-pound jackfish. He was properly posed for the picture when the boat lurched, and both he and the fish were toppled into the Gulf of Mexico. He climbed back safely but did not recover the fish. At least that's his story and Dupre's, and they stick by it.

JIMMY SCRIBNER, who enacts all 22 roles in *The Johnson Family*, on June 17 will return to MBS with the program after a five-week vacation. The serial will be heard sustaining Mondays through Fridays, 11:45 a.m.-12 noon on MBS, 10:45-11 a.m. on WOR, Newark.

## Nebraska NAB Appoints LeBarron as President

W. I. LeBARRON, manager of KGNF, North Platte, Neb., has been elected president of the Nebraska Broadcasters Assn., comprising all 11 stations in the State, according to an announcement June 4. Elected vice-president was L. L. Hilliard, KGKY, Scottsbluff. Art Thomas, WJAG, Norfolk, Neb., was reelected secretary-treasurer. Directors elected are John J. Gillin Jr., WOW, Omaha, and Vernon H. Smith, KOWH, Omaha.

The association went on record against the new sunrise rule of the FCC [see story on page 56]. Funds were appropriated to assist in an appeal of the Nebraska anti-ASCAP case to the Supreme Court of the United States.

HEADED by Alma W. King, manager of three local theaters, the new WMOG, Brunswick, Ga., 100 watts night and 250 day on 1500 kc., went into operation June 1. Its call letters are taken from Marshes of Glynn, on which it is located.


WHEC

ROCHESTER

BASIC CBS NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

Youngstwon Steel mills are operating at capacity. Cover this rich market best with WFMJ.

**WFMJ**

YOUNGSTOWN, O.

# *FCC Again Shifts Daytime Regulation As Original Ruling Meets Objections*

HEEDING protests from daytime stations, the FCC June 10 again modified regulations governing the "broadcast day", authorizing daytime and limited time standard broadcast stations to begin operations at 4 a.m. local standard time rather than at sunrise.

The Nebraska Broadcasters Assn. had protested the new sign-on rule as one which would deprive farmers of service from their local daylight stations during certain months when the sun rises late.

In its June 10 announcement, which supplemented amendment of the "broadcast day" rule on June 4, the FCC said that many farmers and other dwellers in rural areas arise before sunrise and in the past have had to rely upon distant stations for program service. The revised ruling, it said, will permit local stations generally to start broadcasting earlier, furnishing farm communities with news and information at the beginning of the work day.

**Possible Interference**

Although some interference may result from the new ruling, the Commission said it believed the overall effect will be to benefit particularly those residents of farming areas who heretofore had not had early local program service.

The Commission made it clear that the new order does not change any of the rules and regulations regarding standard broadcast operations which apply to the regular broadcast day, defined as the period between local sunrise and 12 midnight local standard time. Additional hours are granted during the experimental period which is defined in Section 3.10 of the Commission's rules as that time between midnight and local sunrise. Thus, it stated, any interference which may result to standard broadcasting will be experienced chiefly during the "experimental periods".

The ruling will mean that daytime stations in rural areas will be given additional hours of operation. Dominant stations on such channels, which may be located in large cities as a result of such operation will be curtailed until sunrise in some instances because of anticipated interference. It was thought, however, that the gains would probably offset the losses under the procedure.

On June 4, the FCC announced amendment of the "broadcast day" rule under which fulltime stations must operate a minimum of eight hours between 6 a.m. and 6 p.m. and four hours between 6 p.m. and 12 midnight. On April 13 the FCC had amended the "broadcast day" rule specifying that the broadcast day begin at sunrise rather than at 6 a.m. Rule 3.71 as amended reads:

"Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops."

**The New Order**

On June 10, the FCC issued the following order (No. 74) permitting operation at 4 a.m., as follows:

"Pursuant to authority contained in Section 303 of the Communications Act of 1934, as amended,

"It is ordered, That pending further order of the Commission or amendment of the Rules and Regulations:

"(a) the provisions of Sections 3.6, 3.8, 3.9, 3.23, 3.79 and 3.84 shall not prohibit the operation between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations licensed to operate during day time hours or limited time hours;

"(b) nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation;

"(c) the period 4 a.m. to 6 a.m., local standard time, shall not be included in determining compliance with Sec. 3.71 (as amended June 4, 1940) of the Commission's Rules and Regulations.

"This order shall become effective immediately."

On behalf of the Nebraska Broadcasters Assn., Art Thomas, secretary, declared that the organization at its annual meeting May 25 decided formally to protest the new sunrise rule because it "deprives farmers of the service of their local daylight radio stations during the early morning hours from October to March". Farmers, he advised the FCC, get up before sunrise and many of them tune to their daylight stations for markets, weather reports, and local news. He added the farm wife listens while she gets breakfast and the whole family often listens at the breakfast table.

The association suggested that the new rules be set for hearing to give farmers an opportunity to be heard. Mr. Thomas pointed out that the rule affects adversely only three stations in Nebraska but the association was unanimous in its protest. The three stations—all daytime or limited time outlets—are KMMJ, Grand Island, KGNF, North Platte and WJAG, Norfolk. Under the new broadcast day rule, these stations would have to follow a staggered schedule, Mr. Thomas claimed, ranging from 5.45 a.m. to as late as 8:15 a.m. He added that the association instructed him to write the FCC, Neb. Congressmen and the NAB.

**69 ACCOUNTS IN 3 WEEKS***

● NATIONAL SPOT

| Account | Program |
|---|---|
| American Tobacco Co. | 10 2½-minute transcriptions daily |
| Atlantic Refining Co. | Baseball play-by-play |
| Chateau Martin Wine | 6 1-minute transcriptions daily |
| General Mills | Baseball play-by-play |
| Gruen Watch Co. | 4 daily evening time signals |
| Italian & French Wine Co. | Daily News broadcast |
| L C Smith Inc | 5 evening spots weekly |
| Zion Industries | 15-minute Woman's program daily |

● CLASSIFICATIONS

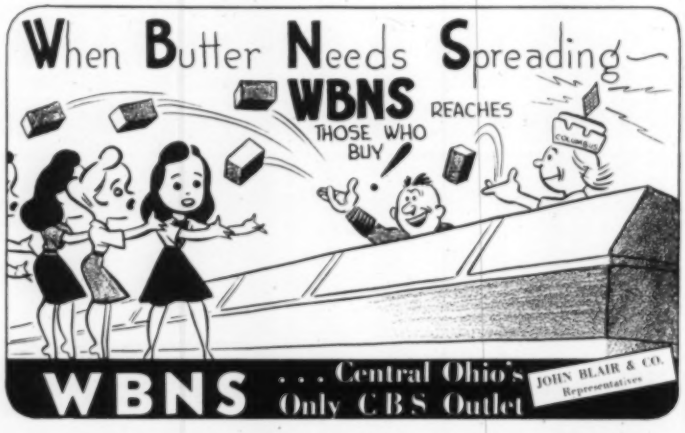
1 Auto Accessories and Tires
4 Auto Dealers
2 Banks
1 Beautician
3 Brewers
1 Cereal Manufacturer
2 Coal Dealers
1 Cocktail Lounge
1 Dairy
1 Department Store
1 Druggist
1 Dry Cleaner
1 Electric Equipment
1 Fender and Body Repairs
2 Florists
2 Garages
1 General Merchandise
1 Hotel
1 Ladies' Apparel
2 Manufacturing Bakers
1 Mattress Manufacturer
2 Men's Clothes
1 Men's Hats
1 Millinery
1 Monument
1 Mortgage Company
1 Music Store
1 Oil Burner Sales
1 Petroleum Distributor
1 Petroleum Refiner
1 Plumbing and Electrical Supply
1 Public Golf Links
1 Real Estate Broker
3 Resorts
4 Restaurants
4 Retail Furniture
1 Retail Shoe
1 Roofing Company
1 Rug Dealer
3 Storage and Transfer
1 Tobacco Manufacturer
1 Typewriter Manufacturer
1 Used Car
1 Wallpaper and Paint
1 Watch Manufacturer
2 Wine Manufacturers
2 Wholesale Grocers

***Why** Transradio *and local* news every hour on the hour. . . Music opposite serial dramas. . . Regular scoops on sports results . . . staying on the air until 2 A. M.

It didn't take Syracuse listeners long to catch on . . . we're going to town . . . come along!

WOLF OF SYRACUSE

National Representatives
GELLATLY, INC.
551 Fifth Ave., New York City
Phone Murray Hill 2-4331


When Butter Needs Spreading—
WBNS REACHES
THOSE WHO BUY
WBNS . . . Central Ohio's Only C B S Outlet
JOHN BLAIR & CO. Representatives

## Cunniff Is Named Head Of WKBH, LaCrosse, as Cribb Follows at WHBL

IN MANAGERIAL shifts affecting two Wisconsin stations late in May, Edwin C. Cunniff, for the last 18 months manager of WHBL, Sheboygan, was named manager of

Mr. Cribb

Mr. Cunniff

WKBH, LaCrosse. Succeeding him as head of WHBL was Wayne W. Cribb, for the last three and a half years manager of WSAU, Wausau. No announcement had been made regarding naming of a successor to Mr. Cribb at WSAU as BROADCASTING went to press.

Before joining WSAU, Mr. Cribb was commercial manager of WRJN, Racine, and previously he had been connected with the advertising departments of several Illinois and Wisconsin papers. Members of the staff of WHBL entertained Mr. Cunniff at a farewell dinner late in May, at which he introduced Mr. Cribb as new manager.

### Exchange Pectin Spots

CALIFORNIA FRUIT Growers Exchange, Ontario, Cal., (Household pectin) through Lord & Thomas, Los Angeles, in a six-week campaign started June 3, is using participations on seven Pacific stations: Thrice-weekly participations in *Norma Young's Happy Homes* on KHJ, Los Angeles, and *Newspaper of the Air* on KOIN, Portland, through and including the week of June 17; a similar number in *Housekeeper's Calendar* on KOMO, Seattle, with five weekly in *This Woman's World* on KFPY, Spokane, through and including the week of July 8. On KSL, Salt Lake City, thrice-weekly participation in *Dot & Dashes* continues through July 12. During the first two weeks of the campaign, six participations weekly were used in *Mildred Van's Open House* on KMPC, Los Angeles, and five a week in *Mid-Morning Jamboree* on KECA, Los Angeles.

### CBC's New Toronto Offices

CANADIAN Broadcasting Corp. has settled in its new offices at Prudential House, Toronto, to which it moved from two locations at the end of May. Entrance and reception hall is on the fifth floor with the national program department, a sound-proofed studio, a board room for meetings of department heads and the CBC board of governors and office for General Manager Gladstone Murray. On the fourth floor are the national commercial, press and information and station relations departments.

SIXTH Hammond organ to be used by New York World's Fair exhibitors this year has been installed in the Equitable Life Insurance Society outdoor exhibit, where free organ recitals will be given daily by Virginia Carrington Thomas, director of the Hammond Organ School. Seven Novachords, another Hammond electric instrument, also are in use at Fair exhibits.

### ENEMY OF RADIO
**Searle Starts Drive Against Daylight Time**

BRANDING daylight saving time the biggest enemy to broadcasting, Don Searle, general manager of Central States Broadcasting System stations, KFAB-KOIL-KFOR, has written managers of 702 stations and 156 advertisers and agencies in an effort to enlist support for an anti-daylight saving time campaign.

Mr. Searle's campaign, follows the stand against spring-autumn schedule shifts taken by W. E. Heuerman, executive of J. A. Folger & Co., Kansas City, and supported by Ben Ludy, manager of WIBW, Topeka [BROADCASTING, May 15, June 1].

Adverse effects of daylight time, says Mr. Searle, are: Network stations in cities without daylight time have schedules completely junked twice a year; advertisers lose continuity of audience; listeners are forced to lose many shows and change listening habits on others; many fine shows cease because of schedule disruption. He urges waging of local fights against "this enemy of good radio."

### New Ameche Stories

WITH Mark Hellinger, newspaper syndicate writer and film producer, having been released by mutual agreement from his writing assignment on the NBC *Don Ameche Show*, sponsored by P. Lorillard Co. (Old Gold cigarettes), material for the current summer series is being bought from well known free lance writers. Hellinger was under contract to Lennen & Mitchell, agency servicing the account, and received $500 for the weekly skit presented by Ameche and Claire Trevor. Hellinger objected to the radio treatment of his original stories and therefore asked to be released from the contract. The agency was in accord with his request, executives feeling the type of tragic story material did not fit Ameche's personality. Tom McKnight, adapter of the Hellinger stories, has also left the agency. Roswell Rogers and Hal Medford are currently doing the frame-work of each show. Richard H. Diggs is story editor. William N. Robson, newly-appointed West Coast radio director of the agency, and Herb Polesie jointly produce the series.

### New WNBH Plant

WNBH, New Bedford, Mass., in mid-June will start construction of its new transmitting plant, to include a 375-foot Blaw-Knox tower and a single-story Cape Cod cottage, on Crow Island in the New Bedford Harbor. Power is to be increased to 250 watts day and night from 100-250. Date of completion is set for Dec. 17, according to Manager Irving Vermilya. The cottage will house the transmitting plant, and includes living quarters for the transmitter staff. The new transmitter is the second major expansion for WNBH in recent months, the station having moved into new studios atop the downtown Cushing Bldg. in December, 1939. The station also has an FM application pending with the FCC.


*Memphis!!*

**—THE 6th RANKING MARKET CITY IN THE NATION**

(according to SALES MANAGEMENT SURVEY)

A Sales Management High-Spot City

MEMPHIS, with a ratio of 117, ranks **6th** among all cities of the nation, according to this month's Sales Management HIGH SPOT survey. Even better, it is actually **2nd**, for only Minneapolis ranks ahead of Memphis in cities of equal or greater population.

This bears out what we already knew . . . that the Memphis market, with retail sales of $317,295,000 . . . with 1,132 industrial plants paying 46,000 wage earners more than $32,000,000.00 is a potent force for sales.

And WMC, the pioneer radio station of this market, covers 399,540 radio homes. Here is certainly a "high spot" for your radio "spot" campaign.

5,000 WATTS DAY
1,000 WATTS NIGHT

**WMC**

MEMPHIS
NBC RED NETWORK

*Owned and Operated by*

**THE COMMERCIAL APPEAL**

*"The South's Greatest Newspaper"*

**National Representative:** THE BRANHAM CO.

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

# Purely PROGRAMS

NEW WRINKLE in programs appealing to the angler has been introduced in *Fishing Facts*, Friday night feature on WOL, Washington. Early in the evening Tony Wakeman, WOL sportscaster, and Bob Wilson, *Washington Times-Herald* fishing editor, who conducts the program, telephone charter boatmen in nearby waters. Their conversations about the fishing and weather prospects are recorded. During the broadcast the recordings are interspersed with other discussions about fishing. Program has already attracted one participating sponsor, a local sporting goods store. Station and newspaper also are plugging their joint sponsorship of a fishing jamboree on the Chesapeake, in which prizes donated by merchants will be awarded.

* * *

**Meet Mr. Gotham!**

TO BRING visitors to the New York World's Fair information about the city, WNYC, New York municipal station, is presenting *Old New York*, a weekly series dramatizing events and important happenings in 19th century New York, and *Know Your New York*, a weekly quarter-hour program giving details on the city's museums, parks, public buildings and historic sites.

* * *

**Campus Reunion**

EMIL CORWIN, editor of the photo section of the NBC press division, on June 7 wrote, produced and directed a special half-hour program on NBC-Blue featuring a "college reunion on the air." Corwin lined up six of his fellow alumni from Massachusetts State College to tell listeners "What, if anything, has college done for me?"


THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C.

MISSISSIPPI
HIGH SPOTS

For the third successive month Jackson is ranked among America's Sales High Spots — Forbes Magazine, April, May, June.

Other Mississippi cities cited in June include Vicksburg and Hattiesburg, both in the WJDX coverage area.

"Boosting business in Jackson and Vicksburg are more than 40 producing wells in the developing Mississippi oil fields" — Business Week, May 25.

Invest your advertising dollars with WJDX, Dominant Radio Station in the "high spot" Mississippi market.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI


**Strictly Juvenile**

INAUGURATING a new idea for juvenile listeners, NBC on June 17 will present an hour "supper time" program for children Mondays through Fridays, 5-6 p.m. with an hour later repeat for the West Coast, using a split hookup. The idea incorporates four quarter-hour programs of varied interest, including *Malcolm Claire* telling fables and original stories; *Rocky Gordon*, a serial about American railroads; *Ireene Wicker's Musical Stories*, and *Bud Barton*, an adventure series. According to Margaret Cuthbert, NBC director of women's and children's activities, the *Children's Hour* has been carefully arranged to meet the needs of a wide variety of children.

* * *

**Stump Schmidt**

REVERSE quiz for fans, carried in conjunction with play-by-play baseball broadcasts, has been started on KXOK, St. Louis, both under sponsorship of Hyde Park Breweries. Fans can ask Sportscaster Ray Schmidt any baseball question within a 25-year ken and collect a dollar if he can't answer, double if his answer is wrong. The quiz originates in the ballpark preceding games, and fans pop their questions face-to-face with Schmidt, with all comers invited. KXOK promotes the quiz with announcements urging fans to go to the ballpark and "Stump Schmidt", thus winning back their admission price.

* * *

**Tales of Keepsakes**

STORIES of heirlooms form the basis of the *American Treasure Chest* series heard weekly on KPO, San Francisco. Listeners are invited to write letters describing their keepsakes. From these several are selected for use on the program, and the writers are asked to send in their relics, to be wrapped and sealed until presented to experts for examination during the broadcast. After the experts break the seals, view the objects for the first time and appraise them, Announcer Larry Keating repeats the story of each treasure as told by its owner.

* * *

**Mind of a Nation**

CAPITALIZING on the intensified public discussion of national and international issues, WHBQ, Memphis, has started a new Sunday morning feature, *Speaking America's Mind*. During the program editorials from leading newspapers in various sections of the country are read—without comment—giving listeners ideas about the attitudes of different localities on issues of the hour.

* * *

**Without the Bunk**

ANALYZING military tactics and terms in the news and debunking propaganda, the Salt Lake chapter of the Reserve Officer's Assn. of America has started a new round-table series on KDYL, Salt Lake City. Myron Fox, KDYL program and sales chief and a reserve captain assigned to the 413th Infantry, was instrumental in arranging the series.

COOPERATING with the local Deaconess Hospital, KPQ, Wenatchee, Wash., recently started a series of programs designed to give the public an intimate knowledge of the work of the modern hospital. One program dealt with surgery—Announcer Lloyd Sutherland took a microphone into the surgery and described operative procedure, attired in full antiseptic regalia. Another covered the care of babies—and here is Announcer Sutherland with nurses and a new baby, talking over infant care.

* * *

**Sports at Night**

TO BUILD UP a late evening sports feature and develop a larger feminine sports audience, WTMJ, Milwaukee, is conducting a new listener contest in conjunction with Charlie Nevada's *Last Word in Sports*, heard nightly from 10:30 to 10:45. Each night Nevada awards nine electric casseroles for the nine best last lines starting with the name of a given sports celebrity, completing the sentence in five words or less and making all words alliterative, i.e., "Brown Bomber Blasting Boxing Bums". WTMJ has reported that responses are about evenly divided between men and women.

* * *

**Pre-Grid Drive**

TO SECURE funds to send a 175-piece band to Los Angeles next fall for the UCLA-Texas A. & M. football game recordings of school songs are being sold to students and ex-students of Texas A. & M. College by the Assn. of Former Students. Three selections by the college band were remoted to Dallas, 200 miles away, for broadcast by WFAA, and Sound Recording Studios, Dallas transcription firm, recorded the music. Production was supervised by John A. Rosser, of WTAW, College Station, Tex., who is radio director of the college.

* * *

**Sunday Tips**

SUNDAY relaxation through the summer is promoted on a new series of Sunday afternoon programs of transcribed music to be broadcast without any announcements on WDAS, Philadelphia. At the start of each program the announcer advises listeners they need not be on guard for any interruptions for important announcements, and that if there are any a siren will sound to give listeners plenty of time to sit up and listen.

## THE LADIES TALK

### Men Excluded From KVOA On Father's Day

NOW an annual event at KVOA, Tucson, Ariz., is "Father's Day", when wives and sweethearts take over the station while the men go hunting. Even the gender of technical equipment changes, i.e., "Mike" becomes "Mabel". Other than frequent program infiltrations from NBC-Red and Blue, not a man's voice is heard all day, as the fair sex trill time signals, announce programs, and even test the falsetto during tense moments at the Arizona-Texas League baseball broadcasts.

Of course, this promotion is far from a Father's Day picnic for the men who stay behind to produce and coach. It's no easy task telling the wife "when" to talk, and a bit futile trying to tell her when to stop. Nevertheless, Father's Day is a commercial success with station income reported enhanced through special spots, programs and promotions.

* * *

**Free-for-All**

THE *Chrysler Cranium Crackers*, new quiz program, has been started on KVOE, Santa Ana, Cal., under sponsorship of a local auto dealer, with the series originating from the firm's showrooms. Contestants, picked at random from the audience, are handed four 25-cent pieces by Bill Hynds, quizmaster, at start of the program. He then asks them four questions on geography, history, science and current events. If contestant answers all correctly, he keeps the dollar, but surrenders 25 cents for every question missed. Two free-for-all questions are asked of the assembled audience on each broadcast. A dollar bill is also given each person mailing in questions used on the half-hour show.

* * *

**'Merchant of Venus'**

FEMININE members of the studio audience of the weekly *Merchant of Venus* programs on WBNX, New York, are given tips on the technique and tricks of make-up by Maurice Dreicer, m.c. of the program, and Walter Thornton, manager of a model agency, in whose private suite at the Park Central Hotel the broadcasts originate. Professional Thornton models are featured along with a "beauty-quiz."

* * *

**For the Ladies**

RUTH DeYOUNG KOHLER, formerly woman's editor of the *Chicago Tribune*, on June 6 started a series of weekly programs titled *We, the Women*, consisting of digests of women's news with a background in the shifting panorama of world events, on WGN, Chicago. Opening broadcast was half-hour with succeeding programs a quarter-hour.

* * *

**Wedding Service**

MRS. L. A. WHITE, known to her listeners over WJPR, Greenville, Miss., as "La White", includes a unique service in her daily talks sponsored by the local Nelms & Blum Co., women's wear shop. She helps plan and execute weddings without charge, and has as one of her titles "The Delta's Wedding Secretary".

## LIBRARIES OPENED
### WBT Promotes Election After Court Shutdown

TAKING the lead in stirring up interest in a special election, WBT, Charlotte, N. C., recently drew credit for helping reopen the public libraries of Charlotte and Mecklenburg counties after they had been closed for a year for lack of funds. After a court decision had ruled that public libraries are not "necessities" in the eyes of the law, the city and county governments were unable to use the general funds to provide money for maintenance of the libraries, as had been done for 20 years. Meantime the libraries had closed down after no interest had been shown a year ago in a special election to authorize a special tax for library purposes.

WBT months ago called in the experts and started broadcasting roundtable discussions on the library subject by attorneys, school authorities, election and library board officials. The station became an information center on the problem. Finally public interest became so keen that the State attorney general ruled a new vote might be called this year. WBT started plugging the vote, carrying announcements and more roundtables for weeks. When the vote was taken early in June, the special tax was voted by an overwhelming majority and the road was cleared for reopening the closed libraries.

* * *

### Red Cross Pennies

INSTEAD of issuing free tickets as previously done, KIEV, Glendale, Cal., charged a penny or more for the American Red Cross emergency fund as admission to the weekly half-hour variety talent finding program, *Stairway to Fame*, when broadcast from Glendale Civic Auditorium on June 8. Program, conducted by Pat Patrick, gives unknown talent an opportunity to be show-cased for theatrical and advertising agency approval. Each week different well known talent also participates as guests.

* * *

### Operatic Prelude

WAAF, Chicago, on June 9 started a series of two-hour Sunday evening recorded programs titled *The Opera Festival* as prevue of next season's Chicago opera. Series, heard 6:30-8:30 p.m. (CDST), is presented in cooperation with the Chicago Opera Co. with Giovanni Cardelli appearing as narrator to tell briefly about the composer and give a sketch of the story. Members of the Chicago Opera Co. are slated to appear from time to time to relate personal incidents in their operatic careers.

* * *

### Aviation Minded

AVIATION educational program, written and produced by Russ Brinkley, has started as a new weekly feature of WHP, Harrisburg, Pa. The instruction course has been written to appeal to air-minded people of all ages. Theory and practical aviation instruction are offered in the Brinkley lectures, supplemented by remote pickups from airports, Army bases, flying schools and aircraft factories. Copies of the discussions also are to be made available to other stations, WHP has indicated.

### Quizzer Quiz Renewed

A THIRD-YEAR contract renewal went to Dean Upson, the *Holsum Street Reporter* on WSIX, Nashville, June 13, when American Bread Co. reported its sales up 100% since beginning his unique quiz program. Upson allows the interviewees to interview him before he begins the questioning. Each person interviewed gets a loaf of Holsum bread and a pass to a local movie. Seven loaves are given the person sending in the list of daily questions used. Upson not only handles the man-on-the-street mike, but sells and services the account.

Mr. Upson

* * *

### Chance for Listeners

LISTENER participation in a forum broadcast while it is on the air is a new feature of *The American Forum of the Air*, for five years on MBS. Theodore Granik, forum director, invites listeners to telegraph their questions and opinions on the subject under discussion, to be submitted to the Forum speakers before the program signs off. So many telegrams have resulted from the offer that Western Union has installed a special operator alongside the speaker's table in the Washington Hotel where the program originates.

* * *

### Harpsichord Series

YELLA PESSL, harpsichordist, on June 9 started a series of five-minute recitals five times weekly on CBS, during which she plays ancient music composed especially for the instrument as well as music written for it since interest has been revived in recent years.

* * *

### Musical Melting Pot

TO PROVE that New York is the "great melting pot", WYNC, New York's municipal station, is presenting a half-hour series of weekly programs, *Songs of the Seven Million*, which features the music of the different foreign language groups that call New York home.

## Apropos

DOWN in Pensacola, Fla., recently Charley Sullivan and Ray Rogers, announcer and organist on the WCOA remote, show, *Saenger Serenades*, sauntered into the Saenger Theatre 'neath sapphire Florida skies. Once inside they quickly were engrossed in rehearsal for the show—completely unaware of a sudden thunderstorm that came off the bay to engulf the city. Rehearsal completed, the program went on the air. After introduction and theme, Announcer Sullivan waved in the first musical selection: "A tune now from the 'Cotton Club Parade' of several years back. Ray plays 'Stormy Weather'. Please stand by. Anything can happen in 'Stormy Weather'." After four bars of the song, lightning struck near the theatre and all electric power shut off—and with it organ and program.

## Summer Radio Camp

NATIONAL Academy of Broadcasting, Washington radio training school, on July 1 will open its first summer study camp for radio students at Smoky Mountain Park, near Knoxville, Tenn. Workshop instruction in announcing, acting and script writing is offered in two one-month sessions. Sports and outdoor activities also are included in the curriculum. The camp will be in charge of Alice Keith, formerly connected with the *CBS American School of the Air* and the RCA educational department and author of several radio text books, and Elizabeth Scaggs Bowman, author and radio chairman of the Tennessee Federation of Women's Clubs.

## P & G Signs for Series Written by Arch Oboler

PROCTER & GAMBLE Co., Cincinnati, through Blackett-Sample-Hummert, Chicago, has signed Arch Oboler to do a series of half-hour dramatic shows, tentatively titled *Story in the Night*, to replace *What's My Name* for Oxydol. Series will start on Oct. 4 and take the same NBC-Red network.

Oboler will have complete charge of writing, production and direction. Name stars of radio, stage and screen will be used with programs originating in New York, Chicago or Hollywood depending on availability of talent. Material will include adaptations of outstanding novels and plays as well as originals. Deal was set by James Parks, radio manager of General Amusement Corp., Chicago.

### CBS Considers Road Shows

PLANS, first discussed last year, are again under consideration by CBS to send out road companies for the presentation of legitimate plays in smaller cities throughout the country, according to Ralph F. Colin, general counsel for CBS. The network would send out companies after Jan. 1, 1941 to the 360 communities where it has organized concert audiences in the past with the aim of having about ten companies on the road at the end of three or four years. Plans are still indefinite, Mr. Colin stated, the main problem being to discover whether the communities are in favor of such a project, and whether stage unions will cooperate with the idea.


HIT 'EM HARD!

Strike where the irons stay HOT — where incomes are steady and free spending is as much a habit as eating three squares daily! Their buying guide is—

WAIR

Winston-Salem, North Carolina

*National Representatives*
Sears & Ayer

*Batting hands of* JOHNNY FREDERICK *Player-Manager Portland Beavers*

...in good hands!

PLAY BALL!

Since 1933, Rollie Truitt's vivid, play-by-play reports have been brought to radio listeners over KEX. This, plus other major sports events, has built a large, loyal following. Boost "box-office figures" on the sale of your product to a new high — USE KEX!

KGW, established in 1922, has always been owned and operated by the Oregonian. Since 1933 KEX has enjoyed the same advantage. You can buy time on KGW or KEX with full confidence that these stations adhere strictly to published rates. You can rest assured that production, pickup and transmission will be of highest quality. In other words, your broadcasting expenditure on KGW or KEX is "in good hands" from start to finish.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE OREGONIAN PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

# CHSJ 1000 Watts

**September 1**

**Now 100 Watts**

**NEW EQUIPMENT—NEW STUDIOS**

On or about Sept. 1, 1940 CHSJ, Saint John, N. B., Canada, will be increased from 100 watts to 1000 watts, giving wide coverage in Central and Southern New Brunswick and Southwestern Nova Scotia, the richest sections of the Maritimes, serving a population of 306,000. A new building is being erected —a new vertical radiator and latest type speech input equipment. For time and rates, write station manager.

**SAINT JOHN, N. B., CANADA**

Representatives—JOSEPH H. McGILLVRA, Montreal, Toronto, New York, Chicago, San Francisco, Los Angeles, Atlanta, Boston.



**MR. ADVERTISER:**

**YOUR TIME IS VALUABLE**

***—So is Ours!***

• If you're selling the Greater Detroit Area, take the time to check on CKLW time. It's valuable! Scores of representative Detroit retailers are constant users of this station. They like its low-cost sales response. They know that 5,000 watts day and night mean clear, strong coverage of the *entire* market. CKLW's loyal, dependable audience will do a sales job for *you*, too!

***For Low-Cost Response in the Detroit Area . . . it's***

**CKLW**

**5000 WATTS DAY and NIGHT • CLEAR CHANNEL**

*Representative: Joseph Hershey McGillvra*

**MUTUAL BROADCASTING SYSTEM**


## Radio Executives Named To Canadian Press Board

NEWSPAPER owners of five broadcasting stations were elected to various offices on the directorate of Canadian Press, counterpart of the Associated Press in the United States, at the annual meeting held at Toronto, May 29-June 1. W. Rupert Davies, editor of the *Kingston Whig-Standard* and partnership operator of CFRC, Kingston, Ont., was re-elected president of the Canadian Press. Victor Sifton, *Winnipeg Free Press*, and new owner of CJRC, Winnipeg, and CJRM, Regina, Sask., was reelected first vice-president. Directors include O. L. Spencer, *Calgary Herald* and CFAC, Calgary, Alta.; A. R. Ford, *London Free Press* and CFPL, London, Ont.; Senator W. H. Dennis, *Halifax Herald* and CHNS, Halifax, N. S.

## Test of Price Mentions Is Permitted in Canada

CANADIAN broadcasting stations may now mention prices for a trial period till Dec. 31, 1940, for premium merchandising offers up to $1 in value, it was decided at a recent meeting at Ottawa of the board of governors of the Canadian Broadcasting Corp. No price mention may be made however without the written consent of the CBC, and this will only be granted after submission by the advertiser of full cost details to the CBC.

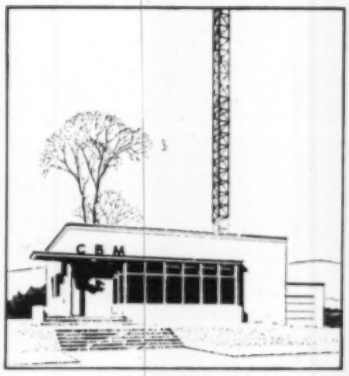
The regulation has been under consideration for some time, a 25-cent price mention having been previously allowed to cover cost of mailing and handling of certain "giveaway" items such as the CBC's own war map and the Canadian Assn. of Broadcasters' Royal Visit spoon last year. The new regulation will not be printed in the revised CBC regulations until it has been given due trial.

## Johnson's Substitute

A SUMMER show titled *Meredith Willson's Musical Revue*, replaces *Fibber McGee & Molly*, July 2 on 82 NBC-Red stations, Tuesday, 9:30-10 p.m. (EDST) for 13 weeks, under sponsorship of S. C. Johnson & Son, Racine, Wis. (floor wax). Willson will direct the orchestra, with Kay St. Germain, Ray Hendricks and Cliff Nazarro, vocalists. Cecil Underwood, agency producer of the current Fibber McGee & Molly series, and Don Quinn, writer, continue in that capacity for the summer program. Harlow Wilcox will announce. Agency is Needham, Louis & Brorby, Chicago.

## First C & S Vacation

FOR the first time in the history of the program, the *Chase and Sanborn* show starring Edgar Bergen and Charlie McCarthy will be taken off the air for the summer by its sponsor, Standard Brands, following the June 30 broadcast. Because Standard Brands has a contract with NBC of over eight years for the program, the Sunday 8-8:30 p. m. period on the Red network will be held open for the show to return Sept. 1. Bergen is planning to vacation during July and August in Honolulu. No summer substitute is planned, according to J. Walter Thompson Co., New York, the agency.




CANADIAN Broadcasting Corp.'s new plant for CBM, Montreal, replacing the one at Laprairie, is this modernistic structure with 525-foot Canadian Bridge Co. vertical radiator. Located at Marieville, 25 miles southeast of Montreal, the 5 kw. transmitter was inaugurated June 17. It is built for possible later higher power, and its construction was supervised by Dr. Augustin Frigon, CBC assistant general manager. Engineer in charge is R. A. Scantlebury, assisted by W. A. Falconer. Operators are H. A. Rogers and P. Deziel.

## RADIO READERSHIP
### Papers Find Program Lists High in Popularity

RADIO departments of the *Durham Morning Herald* and *Durham Evening Sun* were among the leading features on basis of readership in a poll conducted recently by the papers. The survey, based on three interviews within each block in the city of Durham, indicated that radio program listings, apart from comic strips, ranked second among *Evening Sun* features and fifth among *Morning Herald* departments.

In the *Sun* poll, radio programs were shown to be read regularly by 59% of the subscribers, occasionally by 25% and never by only 16%. The leading department, weather, was read regularly by 80%, occasionally by 12% and never by 8%. The editorial cartoon and movie pages held third and fourth places, with 58% each. The *Herald* poll gave radio programs 49% regular readership, 31% occasional, with weather records, "Believe It or Not", editorial cartoon and news summary ranking higher. These findings check closely with a *Fortune* survey on newspaper radio column readership showing 53% regular readership, 25.9% "sometimes" and 21.1% "no" [BROADCASTING 1940 *Yearbook Number*].

### Radio Licenses in Canada

RECEIVING set licenses in Canada at the end of the 1939-40 fiscal year, reported June 1 by the radio division of the Dept. of Transport, totaled 1,345,157, which compares with 1,223,502 the preceding year. Increases in set ownership, for which $2 license fees are charged, were shown in all Provinces. The official license returns by Provinces were: Prince Edward Island, 5,694; Nova Scotia, 55,796; New Brunswick, 37,729; Quebec, 318,387; Ontario, 520,503; Manitoba, 89,704; Saskatchewan, 98,707; Alberta, 104,283; British Columbia, 113,945; Yukon and Northwest Territory, 409.

## in the CONTROL ROOM

W. R. NICHOLS, formerly with various Pacific Coast stations, has joined KINY, Juneau, Alaska, as chief engineer. He succeeds Fred Heister, who has resigned after four years with the station to become instructor in a Los Angeles technical school. Associated with Nichols in the KINY technical department are Walter Rolfe, Gordon France and H. E. Aldridge.

OGDEN LINDQUIST, engineer of WBNK, New York, on June 8 married Irene Nicholson of J. Walter Thompson Co., New York. The couple are spending their honeymoon in Tennessee.

CHARLES R. DUKE, formerly of WSIX, Nashville, has joined the new WHUB, Cookeville, Tenn., as chief engineer. Ed Bowen succeeded him at WSIX.

JOHN KELLEY has joined the engineering staff of WEEI, Boston, for vacation relief.

TED MAGIN, chief engineer of WDAN, Danville, Ill., on June 1 married Albina Gohl.

HAROLD JURY, television technician of Don Lee Television System, Los Angeles, is the father of a boy born May 24.

J. D. JONES, control operator of KGKO, Fort Worth, on June 6 was named petty officer in charge of the Fort Worth Naval Reserve District.

ROBERT VAUGHAN, KIT, Yakima, engineer, is the father of a girl born late in May.

DON F. HOLADAY, formerly of KVSO, Ardmore, Okla., WMIN, St. Paul, and KRMC, Jamestown, N. D., has joined KVOX, Moorhead, Minn., as chief engineer.

STANLEY PONTE, formerly of WHLB, Virginia, Minn., has joined the engineering staff of WHBF, Rock Island, Ill.

LEE ELTON, for the last three years an engineer of WMBD, Peoria, has joined WGN, Chicago.

BOB SINNETT, engineer of WHBF, Rock Island, Ill., on June 3 married Elizabeth Huizel.

JAMES V. SIMS, chief engineer and announcer of KYUM, Yuma, Ariz., is the father of a girl born June 5.

WARREN BAILEY, formerly of KFJB, Marshalltown, Ia., has joined the engineering staff of WNAX, Yankton, S. D.

RICHARD BRACE, formerly of the Golden Gate Exposition radio department, has joined the engineering staff of KSFO, San Francisco. Victor Welge, KSFO technician, is to marry Eleanor Calkins in July.

EARLE GUYE, formerly of KLUF, Galveston, has joined the engineering staff of KFRO, Longview, Tex.

MAT WALZ, formerly of WMIN, St. Paul, has joined the engineering staff of WCCO, Minneapolis.

JAMES R. FOUCH, president of Universal Microphone Co., Inglewood, Cal., has been granted U. S. patent No. 2198080 on a cutting head for recording machines.

HAROLD HOLLAND, formerly assistant chief engineer of WCAE, Pittsburgh, has joined WFBM, Indianapolis, as chief engineer.

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TELEVISION FILM Corp., Hollywood, which started on June 10 production of motion pictures for coin-in-the-slot projectors, also plans to use the film for television programs. Pictures are being filmed on 35 mm. negatives. Company is using RCA sound equipment and plans to turn out 10 short subjects weekly over a 52 weeks period, according to Dan Milner, in charge of production.

## New Orleans Amateur Winner of Maxim Award

DAWKINS ESPY, 21-year-old operator of amateur station W5CXH, New Orleans, has been named 1939 winner of the Maxim Memorial Trophy Award, which consists of $100 cash and a bronze replica of the "Wouff Hong," revered symbol of amateur operators. The award is given anually to the amateur under 21 who has made the most outstanding record for the year. It is a memorial to the late Hiram Percy Maxim, founder and for many years president of ARRL, amateur national association.

All around activity in the many phases of amateur radio won the honor for young Espy. Since 1932 he has been active in amateur doings, winning contests sponsored by the League, experimenting with antennas and writing articles about them for the ham's journal, QST, organizing radio clubs, and experimenting with radio remote control systems. He has attended Tulane and Southern Methodist universities, and is currently graduating in electrical engineering from the California Institute of Technology.

Previous recipients of the award were Owen J. Dowd, W2JHB, Brooklyn, 1938; Oscar L. Short, W9RSO, Webb City, Mo., 1937; Victor H. Clark, W6KFC, Phoenix, Ariz., 1936.

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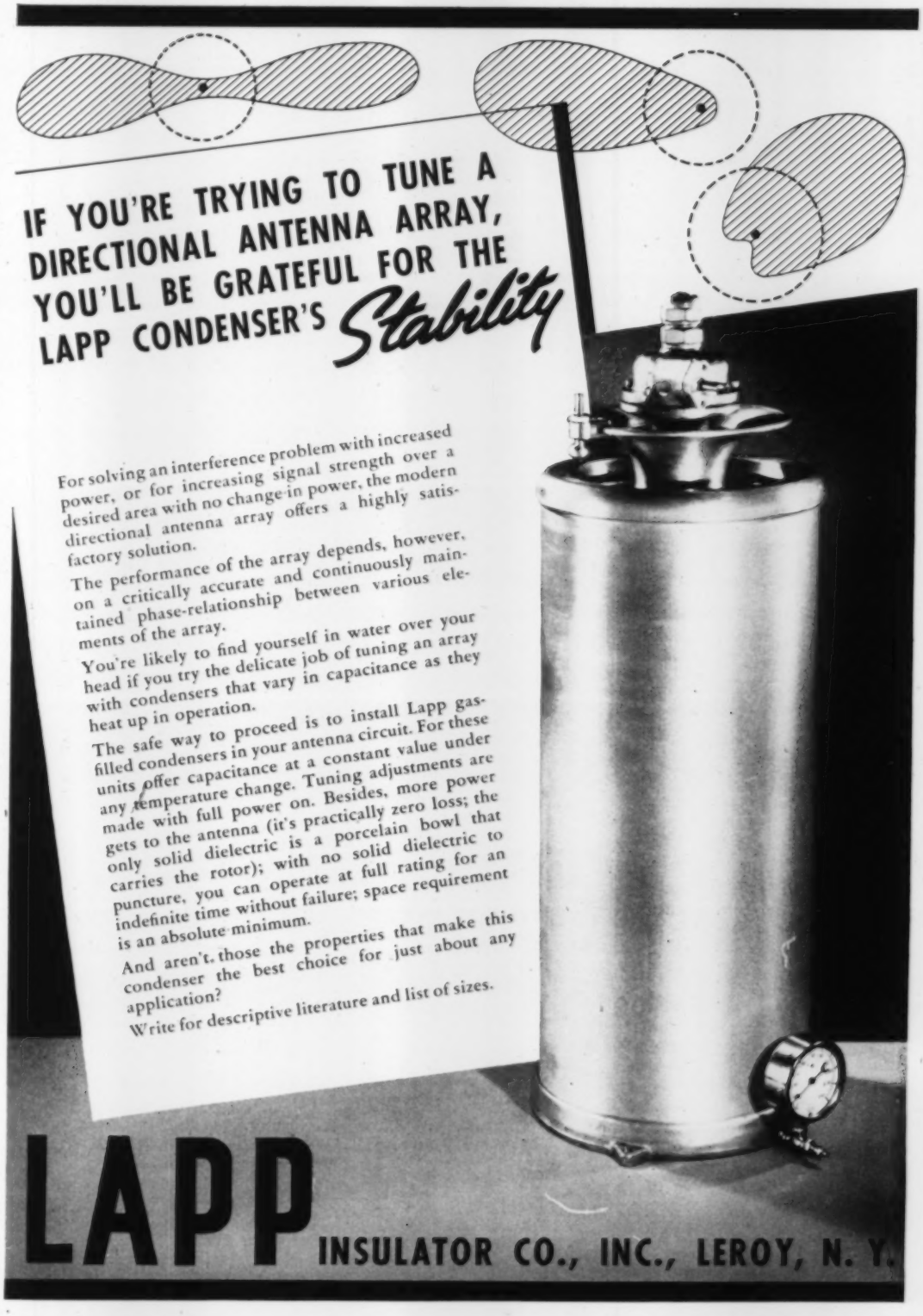
FIVE local stations were authorized June 4 by the FCC to increase power from 100 to 250 watts. They are WSPB, Sarasota, Fla.; KUIN, Grants Pass, Ore.; WFAS, White Plains, N. Y.; KYUM, Yuma, Ariz.; WTHT, Hartford.



IF YOU'RE TRYING TO TUNE A DIRECTIONAL ANTENNA ARRAY, YOU'LL BE GRATEFUL FOR THE LAPP CONDENSER'S Stability
For solving an interference problem with increased power, or for increasing signal strength over a desired area with no change in power, the modern directional antenna array offers a highly satisfactory solution.
The performance of the array depends, however, on a critically accurate and continuously maintained phase-relationship between various elements of the array.
You're likely to find yourself in water over your head if you try the delicate job of tuning an array with condensers that vary in capacitance as they heat up in operation.
The safe way to proceed is to install Lapp gas-filled condensers in your antenna circuit. For these units offer capacitance at a constant value under any temperature change. Tuning adjustments are made with full power on. Besides, more power gets to the antenna (it's practically zero loss; the only solid dielectric is a porcelain bowl that carries the rotor); with no solid dielectric to puncture, you can operate at full rating for an indefinite time without failure; space requirement is an absolute minimum.
And aren't those the properties that make this condenser the best choice for just about any application?
Write for descriptive literature and list of sizes.
LAPP INSULATOR CO., INC., LEROY, N. Y.

# THE Business OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WOR, Newark

Peter Paul Inc., Naugatuck, Conn. (candy-gum), weekly *sp*, thru Platt-Forbes, N. Y.

Bell & Co., Orangeburg, N. Y. (Bell-Ans tablets), weekly *sp*, thru Anderson, Davis & Platte, N. Y.

R. B. Semler & Co., New York (Kreml), 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

Rex Products Corp., Philadelphia (Kansas cleanser), 4 *sa*, 1 *sp* weekly, thru Biddle Co., Philadelphia.

Baldwin Labs., Saegerstown, Pa. (Dwin insecticide), 4 *sa*, 1 *sp* weekly, thru Yount Co., Erie, Pa.

Procter & Gamble Co., Cincinnati, 5 *t* weekly, thru Compton Adv., N. Y.

Vanti Pa-Pi-A Corp., New York, 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

Decorative Cabinet Corp., New York, 4 *sa*, 1 *sp* weekly, thru Reiss Adv. Agency, N. Y.

### KOA, Denver

P. Lorillard Co., New York (Friends' tobacco), 2 *t* weekly, thru Lennen & Mitchell, N. Y.

RCA, Camden, weekly *t*, direct.

California Packing Corp., San Francisco (Del Monte pineapple juice), 12 *sa* weekly, thru McCann-Erickson, San Francisco.

Everett & Barron Co., Providence (Stazon White shoe dressing), 7 *sa* weekly, direct.

Martin Bros. Co., Denver (food products), 3 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.

### KPO, San Francisco

Standard Beverages, Oakland (Par-T-Pak), 4 *sa* weekly, thru Emil Reinhardt Agency, Oakland.

Northwestern Yeast Co., Chicago (yeast), 3 *sa* weekly, thru Hays MacFarland & Co., Chicago.

California Packing Corp., San Francisco (Del Monte Pineapple juice), 10 *sa* weekly, thru McCann-Erickson, San Francisco.

Mutual Citrus Products Co., Anaheim, Cal. (powdered lemon juice), 3 *t* weekly, thru Charles H. Mayne Co., Los Angeles.

### KNX, Hollywood

Mentholatum Co., Wilmington, Del. (proprietary), 5 *sa* weekly, thru Dillard Jacobs Agency, Atlanta.

Langendorf United Bakeries, San Francisco (bread), 5 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.

Coast Federal Savings & Loan Assn., Los Angeles (finances), 6 *sp* weekly, and 56 *sa*, thru Robert F. Dennis Adv., Los Angeles.

Loma Linda Food Co., Arlington, Cal. (Ruskets), 6 *sp* weekly, thru Lisle Sheldon Adv., Los Angeles.

### KQW, San Jose, Cal.

Par Soap Co., Oakland, 6 *sa* weekly, thru Tomaschke-Elliott, Oakland.

Old Trusty Dog Food Co., San Francisco, 13 *sp*, thru D'Evelyn & Wadsworth, San Francisco.

United Mushroom Co., Chicago (culture), 3 *sa* daily, thru Frank R. Steel Associates, Chicago.

### WBZ-WBZA, Boston-Springfield

Mass. Dept. of Agriculture, Boston (exploitation), 120 *ta*, thru Badger & Browning, Boston.

W. T. Grant Co., New York (department stores), 10 *ta*, direct.

Nantasket-Boston Steamboat Co., Boston, 30 *ta*, direct.

Ten-B-Low Co., Columbus (ice cream mix), 52 *ta*, thru Reincke-Willis-Younggreen & Finn, Chicago.

Mass. Savings Banks Life Insurance Council, Boston, 114 *ta*, thru Doremus & Co., Boston.

Perfection Stove Co., Cleveland, 2 *ta* weekly, thru McCann-Erickson, Cleveland.

### CFRB, Toronto

Daggett & Ramsdell, New York (cosmetics), 5 *sp* weekly, thru Cockfield, Brown & Co., Toronto.

Dr. Jackson Foods Ltd., Toronto (cereal), weekly *sp*, thru Tandy Adv. Agency, Toronto.

Sunsoy Products, Toronto (Soyamalt), 2 *sp* weekly, thru Dickson & Ford, Toronto.

Reliance Shoe Co., Toronto (Maher shoe stores), weekly *sp*, thru Dickson & Ford, Toronto.

Iron Fireman Mfg. Co., Toronto, *sa* series, thru Dickson & Ford, Toronto.

### WSAZ, Huntington, W. Va.

Fort Pitt Brewing Co., Pittsburgh, 6 *sp*, weekly, direct.

Sterling Oil Co., St. Marys, W. Va., 30 *sa*, thru Thompson Adv. Agency, Youngstown.

Chesapeake & Ohio Railway, Cleveland, *sa* series, direct.

Greyhound Management, Cleveland (bus), *sa* series, thru Beaumont & Hohman, Cleveland.

American Home Products, Jersey City (Fly Ded, Black Flag), *sa* series, thru Blackett-Sample-Hummert, Chicago.

### WSPD, Toledo

Kroger Grocery & Baking Co., Cincinnati, 5 *sp* weekly, thru Ralph H. Jones Co., Cincinnati.

Kirkman & Son, New York (soap), 130 *sa*, thru N. W. Ayer & Son, Philadelphia.

Commercial Credit Co., Baltimore (loans), 52 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.

### CKCL, Toronto

Canadian Graphite Lubricants, Toronto (Graphoil), *sa* series, thru Dickson & Ford, Toronto.

Guaranteed Auto Radio Co., Toronto, 5 *sa* weekly, thru Dickson & Ford, Toronto.

### KSFO, San Francisco

Chrysler Corp. (Dodge Division), Detroit, *sa* series, thru Ruthrauff & Ryan, N. Y.

Southern Pacific Co., San Francisco (transportation), 12 *sa* weekly, thru Lord & Thomas, San Francisco.

J. A. Folger & Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.

Acme Breweries, San Francisco, 4 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.

Crowell Publishing Co., New York (*Woman's Home Companion*), weekly *sp*, thru McCann-Erickson, N. Y.

Langendorf United Bakeries, San Francisco (Holsum Wheat-O-Bran Bread), *sa* series, thru Leon Livingston Adv. Agency, San Francisco.

S. A. Scherer Co., Los Angeles (auto finance), 5 *sp* weekly, thru Smith & Bull, Los Angeles.

### CJCA, Edmonton, Alberta

Canadian Oil Companies, Toronto (White Hose Oil), daily *ta*, thru McConnell, Eastman & Co., Montreal.

Canadian Marconi Co., Montreal (Radiotrons), 3 *ta* weekly, thru Cockfield, Brown & Co., Montreal.

General Dry Batteries of Canada, Montreal, 5 *ta* weekly, thru A. McKim Ltd., Toronto.

Fred A. Lallemand Refining Co., Montreal, 2 *sa* weekly, thru Russell T. Kelley Ltd., Montreal.

Nova-Kelp Co., Toronto (proprietary), 2 *sa* weekly, thru Benson Agency, Toronto.

J. L. Trumbull Ltd., Vancouver (Nash tea, coffee), 6 *sa* weekly, thru J. J. Gibbons Ltd., Vancouver.

### WEAF, New York

Sheffield Farms Co., New York, 3 *sp* weekly, 52 weeks, thru N. W. Ayer & Son, Philadelphia.

RCA Mfg. Co., Camden, N. J. (records, turntables, radios), 5 *sp* weekly, renewal, direct.

Horn & Hardart Co., Philadelphia (chain automats), weekly *sp*, renewal, thru Clements Co., Philadelphia.

### KFRC, San Francisco

Riggio Tobacco Co., New York (Regent cigarettes), 4 *sp* weekly, thru M. H. Hackett Inc., N. Y.

Towne Talk Co., Los Angeles (sauce), 3 *sa* weekly, thru Milton Weinberg Adv., Los Angeles.

Stayner Corp., Berkeley, Cal. (Minra remedy), 2 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.

*"There it is . . . GOLD!"*

**Montana's major market—Butte-Helena-Bozeman** Pd. Adv.


### WFBR, Baltimore

Blue Ribbon Books, New York, 17 *t*, thru Northwest Radio Adv. Co., Seattle.

Bristol-Myers Co., New York (Minit-Rub), 78 *sa*, thru Young & Rubicam, N. Y.

Commercial Credit Co., Baltimore (loans), 105 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.

Delco Frigidaire Conditioning Division, General Motors (oil burners), 150 *sa*, thru Stewart, Hanford & Casler, Rochester.

Gulf Oil Corp., Pittsburgh (Gulfspray), 26 *t*, thru Young & Rubicam, N. Y.

Hecker Products Corp., New York (Force), 78 *t*, thru Erwin, Wasey & Co., N. Y.

Reed Tobacco Co., Richmond (Chelsea cigarettes), 91 *sa*, thru Warwick & Legler, N. Y.

F. G. Vogt & Sons, Philadelphia (canned scrapple), 5 *sa*, thru Clements Co., Philadelphia.

### WHN, New York

Jacob Ruppert Brewery, New York (Old Knickerbocker beer), daily *ta*, 25 days, thru Ruthrauff & Ryan, N. Y.

Postal Telegraph-Cable Co., New York, 25 *sa*, 4 *sp* weekly, 52 weeks, thru Biow Co., N. Y.

Gardner Nursery Co., Osage, Ia., 7 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

American Cigarette & Cigar Co., New York (Pall Malls), 97 *sa*, 2 weeks, thru Young & Rubicam, N. Y.

New York Business School, 7 *sa* weekly, 4 weeks, direct.

### WSGN, Birmingham

Sterling Products, New York, 5 *t* weekly, 3 *t* weekly, thru Blackett-Sample-Hummert, N. Y.

National Biscuit Co., New York (bread), 6 *t* weekly, thru McCann-Erickson, N. Y.

Gulf Refining Co., New York (Gulfspray), 3 *t* weekly, thru Young & Rubicam, N. Y.

### KFI, Los Angeles

Pen-Jel Corp., Kansas City, Mo. (pectin), 3 *sa* weekly, thru David B. Mindlin Adv., Kansas City.

Armour & Co., Chicago (Treet), 3 *t* weekly, thru Lord & Thomas, Chicago.

Thrifty Drug Co., Los Angeles (chain), 9 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

### WMCA, New York

Sharon Spring Board of Trade, Sharon Springs, N. Y. (resort), 2 *sp* weekly, 6 weeks, direct.

E. Regensburg & Sons, New York (Admiration cigars), 2 *sa* weekly, 2 weeks, thru Rose-Martin, N. Y.

### KMPC, Beverly Hills, Cal.

Loyal Soap & Chemical Co., Los Angeles (household cleanser), weekly *sp*, placed direct.

Geppert Studios, Des Moines (photographs), 3 *sp* weekly, thru Coolidge Adv. Co., Des Moines.

### KGO, San Francisco

RCA Mfg. Co., Camden (radios), 6 *sa* weekly, direct.

An-Fo Mfg. Co., Oakland, Cal. (antfoil), weekly *sa*, thru Botsford, Constantine & Gardner, San Francisco.

### WJZ, New York

Pepsi-Cola Co., Long Island City, N. Y. (soft drink), 6 *sp* weekly, 13 weeks, renewal, thru Newell-Emmett Co., N. Y.

Yeckes Eichenbaum Co., New York (Wondercrop vegetables), 3 *sp* weekly, 52 weeks, thru S. C. Croot Co., N. Y.

### KROW, Oakland, Cal.

El Dorado Brewing Co., San Francisco, 28 *ta* weekly, thru Sidney Garfinkel Adv. Agency, San Francisco.

# Radio Advertisers

AMERICAN CHICLE Co., Long Island City, on June 3 started Don Goddard's *Your Morning News* program on WEAF, New York, Mondays, Wednesdays and Fridays, 7:30 a.m., in the interests of Dentyne and Chiclets. The program is sponsored the other three days of the week by the S. B. Thomas Bakery Co. Badger, Browning & Hersey, New York, handles the Chicle account.

THE THOMAS', Chicago (scalp specialists), has expanded its daily one-minute schedule [BROADCASTING, June 1] to five more markets. New stations are WKRC, Cincinnati; WCLE, Cleveland; KLS, Oakland, Cal.; KJBS, San Francisco; WJBK, Detroit. Contracts are for 52 weeks. Frank R. Steel & Assoc., Chicago, handles the account.

ROYAL CROWN BOTTLING Co., Cleveland, on June 4 started thrice weekly quarter-hour sponsorship for 13 weeks of the *NBC Breakfast Club* program on WHK, Cleveland for Royal Crown Cola. The program currently is sponsored by 17 different sponsors on various stations throughout the country [BROADCASTING, May 15]. BBDO, New York, handles the Royal Crown account.

TEXAS DAIRY PRODUCTS Assn. recently contracted with KGKO, Fort Worth, for 211 spot announcements to run in a 30-day period. The account is one of the largest ever placed with the station to run within a month's time, according to Jack Keasler, KGKO commercial manager. Spots are introduced with mooing cow sound effect and include a proclamation of Dairy Week by Gov. W. Lee O'Daniel. Leon J. Kane Adv. Agency, Fort Worth, placed the account.

PFEIFFER BREWING Co., Detroit, on June 1 started a campaign of transcribed musical announcements featuring Kent and Johnson on 15 stations in Michigan, where Pfeiffer beer is chiefly distributed. E. V. Brinckerhoff, New York, handled the recordings. Agency is Maxon Inc., Detroit.

FRITO Co., Dallas (bakery), has started week-day morning quarter-hour newscasts by Neal Hackett for one year on KGKO, Fort Worth. Ray K. Glenn, Dallas, handles the account.

ZINSMASTER BAKING Co., Minneapolis, recently started the thrice-weekly *Meet the Missus*, featuring Eddie Gallaher in transcribed interviews with customers in Twin City grocery stores, on WCCO, Minneapolis. Zinsmaster is the fourth bakery account currently using WCCO. Others include Holsum Baking Co. with a 10-minute participation on the weekly *Kitchen Quiz;* Purity Baking Co. with Cedric Adams six-weekly *Newstime;* Continental Baking Co. with the five-weekly serial, *Pretty Kitty Kelly*, and the weekly *Sky Blazers*.

GRUEN WATCH Co., Cincinnati, has renewed its twice-weekly quarter-hour *Tod Hunter and the News* on WBBM, Chicago. Contract dated July 9 was placed by McCann-Erickson, New York.

WHITE ROE LAKE, Livingston Manor, N. Y., late in July is planning a series of spot announcements on WMCA, New York, to promote a vacation contest. Modern Age Adv., New York, is the newly-appointed agency handling the account.

SERVICE DRUG Stores, Chicago chain, through Goodkind, Joice & Morgan, Chicago, has started a 52-week schedule of six-weekly full hour programs of recorded symphony music titled *Music Lovers' Program* on WCFL, Chicago. Martin Jacobsen is m.c. for the broadcasts which are heard 10:30-11:30 p.m.

**QUAFFING COKES** after a tough microphone session for the Coca Cola daily *Sports School*, are Fahey Flynn (left), announcer of WEMP, Milwaukee, and Mickey Heath, manager of the Milwaukee Brewers, American Assn. baseball club. Heath has been a regular on WEMP since the diamond season ended last fall, serving during off-season as a time salesman and sports commentator. During the baseball season he conducts the *Sports School* on WEMP, with Flynn handling the Coca Cola commercials. On the program he details baseball information and fine points of the game.

CARL FISCHER Musical Instrument Co., New York, on June 12 started twice weekly sponsorship of *Radio News Reel*, a recorded resume of the week's news, on WMCA, New York, on behalf of its home recording device "Recordio." The company is the first to sponsor the program in the New York area. The program, featuring on-the-spot news recorded by mobile unit trucks throughout the country, as well as shortwaved news from Europe, is managed jointly by Donald Flamm, president of WMCA, and Victor Dalton, owner of KMTR, Hollywood [BROADCASTING, May 15].

FRUIT INDUSTRIES Ltd., Los Angeles (F I Brand wines), thru Brisacher, Davis & Staff, that city, in a 13-week campaign started June 11, is using two transcribed one-minute dramatized announcements nightly, five times weekly, on KFEL, Denver.

WM. T. THOMPSON Co., Los Angeles (soil conditioner), seasonal user of radio, on June 4 started a twice-weekly quarter-hour program, *The Family Doctor*, on KECA, that city. Contract is for 13 weeks. Programs feature an unnamed prominent physician who gives simplified, ethical talks on health and diet. Agency is Philip J. Meany Co., Los Angeles.

LOYAL SOAP & CHEMICAL Co., Los Angeles (household cleanser), new to radio and placing direct, in a 13-week test campaign started June 5 is using weekly participation in *Mildred Van's Open House* on KMPC, Beverly Hills.

WMCA, New York, recently contracted for one of the longest regular commercial remote series on record with the booking of two half-hour orchestra programs weekly from Pavilion Hotel at Sharon Springs, N. Y., 180 miles away. The programs, to be heard twice weekly, starting July 3, are sponsored by the Sharon Springs Board of Trade to advertise the resort to New York listeners.

SCHOENHOFEN-EDELWEISS Co., Gary, Ind. (Green River soft drinks), early in June ran 50 spot announcements on WIND, Gary. Western Adv. Agency, Racine, Wis., handles the account.

SENATOR Hiram Johnson for Re-election Campaign Committee, San Francisco (political), has contracted for four half-hour broadcasts over 15 Mutual-Don Lee network stations in California (KFRC KQW KIEM KHSL KVCV KTKC KDON KHJ KGB KFXM KPMC KVOE KXO KVEC KDB), Aug. 18, 24, 25 and 26. Account was placed through Cesana & Associates, San Francisco.

## BAKERY TRADEMARK
### Los Angeles Trucks Carry Tie-in Features

WITH a half-million-dollar fleet of new "traveling bakery store" trucks, Davis Perfection Bakeries, Los Angeles, recently started a radio campaign on KFWB, Hollywood, to identify the new trucks through the company's musical horn "sound trademark". Using "This Is the Way We Bake Our Bread" as the trademark theme music, the firm bought time on Tom Stoddard's *Bridge School of the Air*, 11-11:15 a.m. five days weekly, along with thrice-daily spot announcements on the station.

On all the programs and announcements, transcriptions of the musical trademark are used along with descriptions of the new equipment. The specially constructed trucks incorporate plate glass dust-proof display cases, trimmed in chromium, for bakery products so they can be viewed by the housewife as in a store. The campaign was created by Willard G. Gregory & Co., Los Angeles.

## 'Big Town' Re-Signed

WITH Lever Bros. Co., Cambridge, Mass. (Rinso), and Edward G. Robinson, star of the series, having reached a compromise, through Ruthrauff & Ryan, New York, agency servicing the account, principals of the weekly CBS *Big Town* program, have been re-signed for the fall broadcasts. After a 16 weeks summer layoff, which started June 11, the series will be resumed on 98 CBS stations, Oct. 8, Tuesday, 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Besides Robinson, returning in fall will be Ona Munson, Leith Stevens, musical director, and Crane Wilbur, producer and script writer. Thomas Freebairn-Smith, CBS production aide on the series, is slated as director for the fall setup. That post was formerly held by William N. Robson, now West Coast radio director of Lennen & Mitchell, Hollywood. *Uncle Jim's Question Bee* replaces *Big Town* for the summer, starting June 18 and will originate from New York.

## Poultry Co-op Series

WASHINGTON COOPERATIVE EGG & POULTRY Assn., Seattle, has started an early 9:30 a. m. news strip on KOMO-KJR, Seattle, pointed at housewives after the breakfast rush is over to promote its products. The strip features breezy editing and feature stories, and commericals are built around recordings of various sounds of the chicken ranch. Dick Keplinger, KOMO-KJR news director, handles the program.

### Ivory Show Shifts

PROCTER & GAMBLE Co., Cincinnati, on Aug. 17 is moving *Truth or Consequences*, starring Ralph Edwards, from CBS where it has been tested since last March for Ivory soap to NBC-Red, Saturdays, 8:30-9 p.m., with repeats at various times on Red stations other than the basic. The program, an audience participation show, currently is heard on CBS, Saturdays at 9:45 p.m. Compton Adv., New York, handles the account.


## TRANSCRIPTION TOPICS by the LITTLE TAILOR

I SEE BY an article in one of our better trade magazines, or why are we renting this stall on the aisle, that a guy who should know says the kick-in-the-teeth type of commercial ought to be tucked away with the crystal set and ear phones. He says that advertising should be slipped in so cagily that even the announcer doesn't suspect he's being a fifth column for soap suds.

FOR INSTANCE, just as she's getting that Moon over the Mountain, the announcer sneaks in and says: *"Speaking of mountains, have you ever seen the beautiful hilly country around Greenville, N. C.? That's the home of WGTC, you know—one of Standard Radio's new subscribers."*

OR, YOU can set up a dramatic decoy, and plug them when they gather around, like this:

*PAT: Sure, Mike, and have ye heard the one about the traveling salesman?*

*MIKE: Sure, Pat, and do ye mean the one who sold the Standard Library Service at WCAR, Pontiac, Mich.; WBAA, Lafayette, Ind.; WOL, Washington, D.C.; W3XMC, Washington, D.C.; W9XZR, Zenith's F.M. station in Chicago, Ill.; WHBF, Rock Island, Ill.; WOV, New York City; WHDF, Houghton, Mich.; WGRC, Louisville, Ky.; WTMC, Ocala, Fla.; WSOO, Sault Ste. Marie, Mich.; and at WHUB, Cookeville, Tennessee?*

GET IT? We've put over the touch that Standard Radio has 13 new subscribers since last we welcomed new subscribers in this column, and we've shot a small hypo about Standard being a pretty swell outfit to have such swell customers, and we never once said ATTENTION, FRIENDS!!

I THINK the guy's got something there. You don't? Well, look—what are you doing way down here on the last line?

*Are Your Transcriptions Up to Standard?*

Standard Radio
TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD

## Agencies

I. J. WAGNER is now writing the commercials for National Food Stores' new quiz show, *Cartune-O*, heard weekly on WGN, Chicago. Wagner, radio copy director of Schwimmer & Scott, Chicago agency, formerly wrote for *Hammerstein Music Hall*, Ben Bernie and Benny Rubin in New York. Other Schwimmer & Scott personnel on the *Cartune-O* show include Gordon St. Claire, account executive; Norman Heyne, producer and continuity writer, and Bernard Kelly, assistant producer.

MICHAEL GORE, formerly vice-president of Hudson Advertising Co., has joined Green-Brodie Advertising Agency, New York, as account executive.

HARRY M. FROST Co., Boston advertising agency, on June 1 celebrated its 25th anniversary. The agency, serving a representative list of New England advertisers, including Yankee and Colonial Networks, still has as active clients two of the three accounts with which the business was started in 1915. Present executive management includes Karl M. Frost, president and general manager; Harry M. Frost, treasurer; Edith G. Robinson, assistant treasurer; H. E. Bessom, production manager; Harvey P. Newcomb, radio director, and Reginald A. Maurer, art director.

HERMAN J. BUB, vice-president and treasurer of Stewart-Jordon Co., Philadelphia agency, has been elected president to succeed the late Rowe Stewart. Harry E. Fauser was named secretary-treasurer. Charles L. Asam, J. Bub, Harry T. Jordon, Albert W. Sansom and Thomas Wriggins were voted directorships.

ARTHUR EDINGTON, formerly of the advertising staff of T. Eaton Co. Ltd., Canadian department store, has joined Dickson & Ford, Toronto agency, along with Jim St. Clair, Toronto account executive and designer. The agency, formerly under Roy W. Dickson, has incorporated and is expanding its activities, with Mr. Edington as commercial manager and a director of the organization. W. H. Bouck has been named vice-president. Roland E. Ford, who left the firm last year, is now with CKCO, Ottawa.

WM. ESTY & Co. has moved its Hollywood production offices to 1549 N. Vine St. Dick Marvin, New York radio director of the agency was in Hollywood during early June for conferences with W. R. Moore, West Coast production manager.

DORIS DAVENPORT SMITH, for three years continuity editor of WNEW, New York, on June 17 will join the commercial continuity staff of Compton Adv., New York.

GEORGE MILLER, formerly with Simpers Co., New York and Philadelphia, and more recently with Donovan-Armstrong, Philadelphia, has joined Carter-Thomson Co., Philadelphia agency.

JACK NORTH, time buyer of Aubrey, Moore & Wallace, Chicago, has announced his marriage to Elizabeth Gundersen of Lakewood, O., last March 16. Couple left on postponed honeymoon through New England.

RICHARD HOWLAND, formerly of *Tide* magazine, has joined the radio department of J. Walter Thompson Co., New York, as assistant to Linnea Nelson, time buyer.

ADRIAN JAMES FLANTER & Associates, advertising and radio promotion counsellor, has moved its New York offices to 545 Fifth Ave. and is now handling general advertising as well as its former radio accounts. Telephone is Vanderbilt 6-2248.

ANDERSON, DAVIS & PLATTE, New York, has moved its offices to 50 Rockefeller Plaza, retaining the same telephone number, Columbus 5-4868.

JOHN GUEDEL, radio director of Dan B. Miner Co., Los Angeles, is in New York on agency business. He is to return June 24.

PAULSON-GERLACH & Associates, Milwaukee, has succeeded the former B. J. Paulson Associates, operated by B. J. Paulson, who continues as president and general manager of the new agency. A. J. Gerlach is vice-president and treasurer of the firm, and E. A. Schueppert is secretary.

BILL SPIER, BBDO New York producer, was in Hollywood during early June to confer with Jack Smalley, agency manager in that city.

IDA MURISET, formerly of Reincke-Ellis-Younggren & Finn, Chicago, has joined Frank R. Steel & Assoc., same city, as secretary to the president.

AUSPITZ & LEE Inc., Chicago, has moved its offices to 220 S. State St. New telephone is Wabash 0315.

LAWRENCE WITTE, formerly in the publicity department of N. W. Ayer & Son's Philadelphia office, has been transferred to New York to handle radio publicity for the agency.

RADIO'S Honolulu greeter is Webley Edwards, manager of KGMB, (left), for he's on the job to meet all executives of the industry who vacation in the Hawaiian Islands. Edwards is pictured with Jack Gross, commercial manager of KFWB, Hollywood, during the latter's recent three-week visit with Mrs. Gross in Honolulu.

## Philip Morris Earnings, Radio Aided, Go Upward

RECORD sales and earnings are revealed on the annual report of Philip Morris & Co., New York (cigarettes), for the fiscal year ending March 31, with the consolidated net income listed as $7,435,766, the equivalent of $8.38 each on the 882,396 shares of common stock outstanding at the year end. The preceding fiscal year, the company earned $6,551,297 or $7.34 each on the 855,195 common shares then outstanding. Net sales for the year rose to $73,344,159 from the $64,238,661 volume of the previous 12 months and $55,613,034 for the year ended March 31, 1938.

Radio has been the chief medium of advertising by Philip Morris for the last six years, with the use of half-hour musical variety programs on CBS, MBS and NBC at various times. According to Paul Caspe, a member of the research department of Philip Morris, in a speech in April, 1939 before the New York Assn. of Advertising Men, "by far the greater part of the company's advertising appropriation goes into radio entertainment, with another reason for increase in sales due to 'Johnnie' as a living trade mark, and his 'Call for Philip Morris' lending itself perfectly for a program signature."

LEONARD M. MASIUS, manager of the London office of Lord & Thomas, currently is in New York at the Hotel Waldorf-Astoria.

EYE APPEAL!

Yes, and some *stations* have a special appeal, too! Here in the Roanoke territory—which accounts for nearly $70,000,000 worth of automotive sales, for instance—it's WDBJ that gets maximum attention! Not just because we're the *only* station within 50 miles—but also because we put on a pageant of features our public likes . . . the newsiest news, the choicest CBS programs, good local entertainment, and some of the best transcriptions on the air. If you want the Roanoke market, WDBJ is the *only* station that can get it for you. Ask us for *all* the facts!

WDBJ
ROANOKE, VIRGINIA
5000 Watts Day
1000 Watts Night
930 Kc. — CBS Affiliate
*Owned and Operated by the*
TIMES - WORLD CORP.
FREE & PETERS, INC., National Representatives

*The Pioneer Voice of Kansas*
KFBI WICHITA
5000 WATTS
1050 Kc.
*Herb Hollister*
Vice-Pres. and Gen. Mgr.

South Carolina's
*ONLY*
Regional
CBS
Station
WCSC
Charleston, S. C.
1000 watts
Free & Peters, Representatives

## WLW'S OWN OFFICE OPENED IN CHICAGO

ABSORPTION of the Chicago offices of Transamerican Broadcasting & Television Corp. and establishment of its own branch representation office at the same address, was announced June 1 by WLW, Cincinnati. Simultaneously, James D. Shouse, vice-president and general manager of Crosley Stations, announced that the WLW contract with Transamerican for representation in New York had been renewed for a year from July 1.

Under the new arrangement, the Chicago office of WLW is headed by Walter A. Callahan, former sales service manager of WLW at Cincinnati. Also assigned to the office are Dick Garner, formerly of the Crosley sales staff, and George Clark, who has resigned from the sales department of WLS, Chicago.

With the renewal of the Transamerican arrangement in New York, Harry Mason Smith, for the last three months associated with WLW in Cincinnati and former sales manager of WBBM, has been transferred to Transamerican offices in New York in charge of WLW operations. Other personnel of the Transamerican office remains unchanged. The new WLW branch office in Chicago is located at 230 N. Michigan Ave.

### Knight to Cantor

WHEN Bristol-Myers Co., New York (Sal Hepatica, Ipana), on Oct. 2 replaces Fred Allen with Eddie Cantor on its Wednesday, 9-9:30 p. m. (EST) period, on 60 or more NBC-Red stations, Vic Knight will be producer of the new series. Knight is under personal contract to Cantor. He is currently on loanout to produce the *Rudy Vallee Show*, sponsored by National Dairy Products Corp., New York (Sealtest milk), on 59 NBC-Red stations, Thursday, 9:30-10 p. m. (EDST). He will continue to produce that show through the summer and reports to Cantor in early fall to help frame the new series. The *Rudy Vallee Show* is currently in New York, having shifted from Hollywood June 6 for 10 weeks. Allen is now in Hollywood on a film assignment to Paramount Pictures Corp. He will be co-starred with Jack Benny and Mary Martin in the film, "Love Thy Neighbor". His current radio season under sponsorship of Bristol-Myers Co. ends June 26. He has been signed by Texas Co., New York, to star in the *Texaco Star Theatre*, Wednesday, 9-10 p. m. (EST), and joins the series Oct. 2 with start of the fall season [BROADCASTING, June 1].

### Steel Sponsor to Return

FOLLOWING the June 30th broadcast of *Musical Steelmakers*, Wheeling Steel Co., Wheeling, will discontinue the program for the summer, resuming Oct. 6 on 44 MBS stations, Sundays at 5 p.m. Account is handled direct.

KASPER-GORDON Inc., Boston, has announced a new transcribed series, *The Enemy Within*, dealing with Fifth Column activities and the fight against them in Australia. The firm states that the program is based on actual incidents in the Australian activities, and the series now available in the United States and Canada is based on the original radio series produced in Australia.

## Representatives

HARRY WALSH has been appointed manager of the Detroit office of Headley-Reed Co., succeeding Robert Rains, who has joined the sales staff of WJR, Detroit. Mr. Walsh was for four years associated with the New York office of Kelly-Smith Co., newspaper representatives, and since Feb. 1 has been assistant to Mr. Rains in Detroit. He will begin his new duties June 17.

ADAM J. YOUNG Jr., manager of the sales staff of Joseph Hershey McGillvra, New York, on June 6 became the father of a daughter, Susan.

WLOL, new MBS outlet in Minneapolis, which goes on the air June 17, has appointed The Foreman Co., Chicago, as national representative.

WTNJ, Trenton, N. J., has appointed Joseph Hershey McGillvra its national representative, effective immediately.

### Fields Bros. New Show

FIELDS BROS., Hollywood production unit, which formerly concentrated on transcribed serials, has expanded activity and is now producing live talent package shows for advertisers. Harry Fields, vice-president, is in New York conferring with agency executives and prospective sponsors on a new show, *The American Panorama*, which the firm proposes to produce for fall release. A mixture of music, history and dramatics, the half-hour program, sectioned off in several features, has a Hollywood cast consisting of Knox Manning, news commentator; Nadine Connor, vocalist; True Boardman, narrator; Bill Roberts, vocalist. Edward Kay composed an original musical score and also conducts the 25-piece orchestra and choral group. Script is by Buckleigh Oxford. J. Donald Wilson is producer and Harry David Fields supervisor. The show was premiered in NBC Hollywood studios June 1 for the trade.

J. E. BINGHAM, formerly of the Howard J. Wilson Co., national representative firm, has joined Radiad Service, Chicago, makers of portable transcription play-back machines, as sales manager.


WSPA

South Carolina's FIRST!

SPARTANBURG

- New Ownership
- New Management
- New Equipment
- New Services
- New Listeners
- New Life

1000 Watts • 920 Kc.

Walter Brown, Gen'l. Mgr.


MONTGOMERY WARD'S local retail store has been signed by KSTP, St. Paul, to sponsor special events coverage of the Minnesota State Fair, Aug. 24-Sept. 2.


IT'S A FACT . . .

ONTARIO IS CANADA'S RICHEST MARKET AND 3 MILLION CFRB LISTENERS ARE IN IT!

Do you know that TORONTO is the 12th largest city in North America?

That's 29% of the population of Canada — and it represents 36% of the buying power!

CFRB COVERS A 2½ BILLION DOLLAR MARKET!

YOU can reach this richest Canadian market with only one station—CFRB, TORONTO!

For thirteen years, now, CFRB, Ontario's premier station, has been serving a steadily mounting audience of buying Canadians. In addition to carrying the cream of the sponsored programs, CFRB's "sustaining" policy has always been to give this audience what it wants. That this end has been achieved is proved by an average monthly mail return of over 220,000 letters . . . representing not only the response of listeners in the 12 thickly populated metropolitan centres surrounding CFRB, but of the 192,174 farm homes that comprise its rural listenership as well!

No wonder programs sponsored over CFRB invariably bring big returns! One program has been scheduled over this station for over ten years; others for as long as six and seven years . . . Surveys made by these prominent advertisers show that their sales increases are proportionate to the increasing volume of listeners to their sales message! These surveys also show that CFRB's listening audience outnumbers any other as much as two to one!

CFRB REACHES 91% OF ONTARIO'S LISTENERS!

TORONTO ITSELF IS BIGGER THAN: WASHINGTON: BUFFALO: PITTSBURGH!

Again we repeat, CFRB's audience is the richest audience in Canada. The ownership of homes, motor cars, radios, investments and the luxury items is the highest in Canada. In short, it is a listening area where a sponsor can be assured of immediate response to his story.

Investigate this audience goodwill that has prompted thousands of shrewd advertisers to place the story of their product over the favourite station in Canada's richest market!

Advertising Representatives in U. S. A.:

JOSEPH HERSHEY McGILLVRA

New York, Chicago, San Francisco, Los Angeles, Atlanta

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

20th

Spotting "spot business"? WDRC's Trading Area ranks 20th in effective buying power for the nation—although it is only 34th in population. (Sales Management figures)

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

## Pure Oil Fish News

PURE OIL Co., Chicago, has started a 26-week schedule of weekly quarter-hour fishing and hunting news on WADC, Akron, and WHBC, Canton, O., featuring Bill Ackerman. Free maps of the State showing the best fishing and hunting locations are offered by Ackerman who travels from one city to the other to broadcast his programs within the hour. Leo Burnett Co., Chicago, handles the account.

SCRIPT LIBRARY, division of Radio Events, New York, is releasing to stations throughout the country for broadcast on July 4 three scripts dealing with the appreciation of freedom. The scripts, presentable as hour, half-hour or quarter-hour programs, are available without fee to stations feeling they cannot afford a minimum royalty, according to Martin Lawrence, station contact manager for the Library.

AS TIME permits, Pat Flaherty, sportscaster of WOAI, San Antonio, takes Mrs. Flaherty on fishing expeditions. This is their first catch of the season.

## Busy Bill Coyle

A BUSY young man with a new degree is William C. Coyle, radio director of the *Washington Star*, owning WMAL, Washington. This June he receives his LL.B. from the Washington College of Law after a three-year bout with Blackstone during which he: Did his studying during a daily 6 to 8 a.m. stint; went to school from 9 to 11 a.m.; attained an overall scholastic average of "B"; was vice-president of his class; won the debating prize; toast-mastered the annual banquet at which Sen. Burton K. Wheeler was guest speaker. Interested in radio law, he plans graduate work at Catholic U law school this fall, and takes the District of Columbia bar examination later this month. Lawyer Coyle gets his degree during his 10th anniversary in radio, having served since his start as singer, actor, announcer, producer, script writer, commentator and radio executive—and now is heard regularly on WMAL. Married seven years, he is 29 years old and is the father of two girls.

## FTC Stipulation

ARMAND S. WEILL Co., Buffalo advertising agency, has entered into a stipulation with the Federal Trade Commission by which it agrees to cease certain advertising representations for Raz-Mah, asthma remedy, on behalf of Templetons Inc., Buffalo, according to a June 9 announcement by the FTC. Early in June the FTC also ordered the New York Diesel Institution, Newark, N. J. to discontinue certain misleading representations in the sale of courses of Diesel study, and Lady Esther Ltd., Chicago cosmetics distributor, to discontinue certain misleading representations in advertising Lady Esther Face Cream.

FINAF LABS., St. Albans, W. Va. (proprietary), placing direct, is said to be planning use of radio.

# AGENCY *Appointments*

LIBERTY LOAN Corp., with headquarters in Chicago and offices in 12 mid-western cities, to Frank R. Steel & Assoc., Chicago. Spot radio will be used in a number of markets in the near future, according to E. Sherman Perlman, vice-president and account executive. WCLS, Joliet, Ill., has been set for first series of announcements effective immediately.

A. E. STALEY Mfg. Co., Decatur, Ill. (corn starch), to Blackett-Sample-Hummert, Chicago.

CANADIAN GRAPHITE LUBRICANTS, Toronto (Graphoil), to Dickson & Ford, Ltd., Toronto.

SUNSOY PRODUCTS Ltd., Toronto (beverage), to Dickson & Ford Ltd., Toronto. Using twice-weekly live show, *Facts About Foods*, on CFRB, Toronto.

SPIC Inc., Chicago (deodorant), to Rogers & Smith, Chicago. Radio being tested in local market.

VITA CULTUR Labs., Evanston, Ill. (Vitamin B-1 plant food), occasional users of spot radio, to McJunkin Adv., Co., Chicago. No immediate radio.

AUTOPOINT Co., Chicago (pencils and advertising specialties), to Ruthrauff & Ryan, Chicago. No immediate radio plans.

COFFEE ELECTROST Corp., Louisville, to Weiss & Geller, New York and Chicago. Local spot radio may be included in plans, as yet incomplete.

WILLIAM A. REED Co., Philadelphia (Medrex ointment & soap), to J. M. Korn & Co., Philadelphia. Newspaper and radio test campaign planned immediately.

STA-WEL LABORATORY, Buffalo (Tummy Tone), to Ellis Adv. Co., Buffalo. Radio will be used.

GREAT CHINA FOOD PRODUCTS Co., Chicago (chow mein), to Albert H. Dorsey Adv. Agency, Philadelphia. Advertising plans may include radio.

BOOTH FISHERIES Corp., Chicago, to McJunkin Adv. Co., Chicago.

ASSOCIATED DENIM Producers, New York, to Donahue & Coe for overall campaign.

MILLER CEREAL MILLS, Omaha, to Allen & Reynolds, Omaha.

LITTLE DUTCH CANDY MILL Corp., Chicago (chain), user of spot radio, to Goodkind, Joice & Morgan, Chicago.

S. S. KRESGE Co., Detroit (chain store), to Simons-Michelson Co., Detroit; now sponsoring daily news broadcast by Harold True, *Day in Review*, on WXYZ, Detroit.

GREAT WESTERN BLDG. & Loan Co., Los Angeles, to Howard Ray Adv. Agency, that city. Radio being considered.

GLO-CO Co. Inc., Los Angeles (hair oil), to Brisacher, Davis & Staff Inc., that city, using three spot announcements weekly on KHJ, Los Angeles.

## McGlashan's U. H. F. Renewed

MODIFYING its proposed findings of last April 5 [BROADCASTING, April 15], in which it recommended denials of the renewal applications of Ben H. McGlashan's two high frequency broadcast stations on the ground that no program of research and experimentation had been shown, the FCC on June 11 adopted a final order renewing Mr. McGlashan's W6XKG and W6XRE, operating with 500 watts on 350 mc., but denying those stations the use of the frequencies 42.3 and 116.95 mc. Authority granted for the operation of these stations, the Commission stated, is subject to the condition that the applicant will supply satisfactory proof of a program of research and experimentation. Mr. Glashan operates the shortwave stations in addition to his 100-watt broadcast station on 1200 kc., KGFJ, Los Angeles, which was not affected by the present procedure. The Commission's action was seen as indicating a tightening up of experimental license requirements generally, particularly in view of the introduction of frequency modulation.

DEEMS TAYLOR, noted composer-critic and CBS music consultant, has been reappointed as intermission commentator for the New York Philharmonic broadcasts on CBS starting Oct. 13. This fall will be the Philharmonic's eleventh season on CBS, with Mr. Taylor entering his fifth year of association with the programs.

PINING FOR SALES IN ADELINE (Ky.)?

If Adeline (Ky.) is the flower of your heart, don't try to cover it with WAVE! Adeline is one of the tiny Kentucky towns we don't reach . . . But here in the MILLION-*plus* Louisville Trading Area—where income-tax payers outnumber *all the rest* of Kentucky by almost *two to one*—WAVE does a job! . . . When you buy WAVE you buy *complete* coverage—at lowest cost—of the most *profitable* market in all of Kentucky! Let us send you the proof!

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS • • • 940 K.C. • • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

# Fund Slash Perils Investigation Unit

### Fly Still Hopes to Establish Field Investigation Plan

EXPANDED activity by the FCC, particularly plans to set up an Investigation Division, apparently have gone glimmering as a result of the Administration's new economy drive, affecting all governmental operations except national defense.

President Roosevelt's move to reduce expenditures of all Government departments by an average of 10%, to help meet the cost of the defense program, would clip approximately $200,000 from the 1941 FCC appropriation aggregating slightly over $2,000,000. It is expected all governmental agencies save those affected by the national defense program, will be asked to contribute the 10% reduction through curtailment of unnecessary expenses and by leaving vacant unfilled posts provided in their 1941 appropriations.

#### Plan May Be Salvaged

For the FCC, Congress had authorized an increased appropriation largely for additional personnel. Chairman James Lawrence Fly has strongly advocated setting up of an Investigation Division which, among other things, would report on qualifications of new station applicants. It had been estimated $50,000 would be sufficient to retain a dozen or 15 expert investigators.

The FCC had an appropriation for the 1940 fiscal year, which ends June 30, of $1,830,000. It asked for more than $3,000,000 but was accorded $2,076,340. Of the latter amount not more than $1,246,340 may be expended for personal services in the District of Columbia, with approximately $500,000 as salaries for the field force.

Despite the imminent 10% reduction, it is thought the FCC may still find it possible to retain at least two experienced investigators. Chairman Fly believes the field investigatory work is urgent and that qualifications of new station applicants must be checked closely, to procure first-hand information regarding prerequisites and also to prevent hearings on applications where applicants might be automatically disqualified. Such matters as citizenship, lack of financial responsibility and character fall in the latter category.

Having practically exhausted its appropriation for the 1940 fiscal year, the FCC has been forced to curtail its operations temporarily, until the 1941 appropriation becomes available July 1.

A proposed $142,000 additional FCC appropriation for expansion of telephone regulatory activities may go by the boards in the economy move. On May 28, a plea was made by Commissioner Paul A. Walker and FCC department heads to a House appropriations subcommittee for the additional amount in the nature of a supplemental appropriation. Of this amount, approximately $120,000 would be for personnel. In the light of the indication that a Presidential veto awaited any and all unessential Congressional appropriations, this special fund appears to have little chance of approval.

### Orange Juice Spots

NESBITT FRUIT PRODUCTS Inc., Los Angeles (bottled orange juice), through Charles H. Mayne Co., that city, in a bottler tiein, on June 3 started for six weeks sponsoring the twice-weekly quarter-hour children's program, *Nesbitt's Radio Rascals*, on KFJI, Klamath Falls, Ore.; WTMV, E. St. Louis; KAST, Astoria, Ore., and in addition is using 21 spot announcements a week on KRRV, Sherman, Tex. To merchandise the campaign, the firm is offering weekly prizes to children bringing in the largest number of bottle crown tops. Grand prizes will also be awarded for the largest number turned in by the end of the six weeks campaign.

### Lorillard May Return

P. LORILLARD Co., New York, on June 24 is discontinuing for the summer its *Sensations & Swing* program with Sammy Kaye's Orchestra, currently on 17 NBC-Red stations, Mondays, 7:30-8 p.m. The program, promoting Sensation cigarettes, will probably return in the fall, according to Lennen & Mitchell, New York, the agency.

### Scott to Return

SCOTT PAPER Co., Chester, Pa., is discontinuing its campaign of thrice-weekly participations on local homemaking programs on 40 stations in the interests of Scott Towels. The campaign will cease the end of June to return about Sept. 1. J. Walter Thompson Co., New York, handles the account.


Congratulations to

CKWX

VANCOUVER, CANADA

on their

*INCREASED POWER*

(1,000 WATTS)

FULL TIME—NEW FREQUENCY (950 Kc.)

Reaching 100,000 Radio Homes

WEED & CO., U. S. Representatives

New York • Detroit • Chicago • San Francisco



*In the*

Intermountain Market

consistently larger audiences naturally follow the lively

SHOWMANSHIP

*of*

KDYL

*The* POPULAR *Station*

*Salt Lake City*

NBC RED NETWORK

National Representative:

JOHN BLAIR & CO.

# Studio Notes

WLW, Cincinnati, plans active participation in the annual convention of the National Assn. of Retail Grocers, to be held June 16-21 in New York. Starting with the departure of the Cincinnati delegation from the Union Terminal, WLW's participation includes interview broadcasts with convention-goers from the WLW studios in the Crosley Building at the New York World's Fair. The station also has arranged for an address to the convention by Cesar Saerchinger. William L. Barlow, of the WLW publicity department, will accompany the Cincinnati group and be in charge of WLW activities during the convention.

WBZ-WBZA, Boston-Springfield, because the heavy increase in war news has crowded local news almost out of the picture, recently added a 10-minute daily broadcast devoted solely to local news.

WPEN, Philadelphia, has arranged for an outdoor outing for its listeners, July 17 being designated as WPEN Day at Clementon Lake Park, nearby amusement park. The station staff will present a special show at the park and prizes donated by sponsors will be awarded during the program of athletic contests. The station has arranged with the railroad company for a special round-trip rate and all amusements at the park will be at half-price. A boat ride sponsored by WPEN last summer brought out 4,000.

WILLIAM FINESHRIBER, program annotator for CBS broadcasts of serious music, lecturer and former manager of Carnegie Hall, has been named intermission commentator of the Sunday afternoon CBS concerts directed by Howard Barlow. He succeeds Aaron Copeland, and will give his first talk, June 16 broadcast.

## Such a Nerve

PLACIDLY on May 28 sat Jeane Brown musical director of WOWO-WGL, Fort Wayne, Ind., all set for her 12:30 p.m. *Consolaries* organ program. With straight face Announcer John Hackett walked into the studio, got the signal and spake into the mike: "All right, Brown, let's get this over with. If I couldn't play the organ any better than you, I'd quit." At 12:27 power failure had put the station off the air, unknown to flustered Miss Brown.

WCCO, Minneapolis, recently purchased a new mobile unit which is expected to be ready for use early in July, according to Hugh S. McCartney, chief engineer. Mounted on a regulation truck, the special body will house recording equipment, a public address system and flood lights. It is to be painted Columbia blue and gray. The new unit will be used in Zinsmaster Baking Co.'s five-weekly *Meet the Missus* for which Eddie Gallaher records interviews with women customers in grocery stores throughout the city.

WTAG, Worester, Mass., is augmenting its foreign news coverage with rebroadcasts of British Broadcasting Corp. commentaries from London. WTAG receives the broadcasts on special equipment at its transmitter at 9 p.m. Sunday through Friday, and relays them to the studios for recording and rebroadcast at 11:15 p.m., immediately after WTAG's local news bulletins.

TO ADVANCE young professional soloists, WNYC, New York's municipal station, is presenting a weekly quarter-hour variety program *The Showcase*, during which young artists display their talents. Several have already been engaged by networks and talent agencies, according to Herbert L. Jacobson, m.c. of the program, who also writes and directs the show.

DAILY broadcasts of semi-classical as well as current swing music by Louis Katzman's Orchestra are presented from the gas industries' exhibit at the New York World's Fair on WINS, New York, as an attraction to visitors, with all stations of the New York Broadcasting System expected to carry the programs later in June. Nick Kenny, radio columnist of the *New York Daily Mirror*, conducts one program a week and different radio stars are featured.

EXTENDING its schedule of war broadcasts, CBS on June 3 inaugurated *News of the War*, broadcast from 10:30 to 10:45 p.m., Monday through Saturday. Program picks up reports from CBS correspondents in the European capitals, and from Albert Warner in Washington as the occasion warrants. It concludes with an analysis of the military situation by Maj. George Fielding Eliot.

WYTHE WILLIAMS, editor of *Greenwich Time*, who has been conducting a thrice-weekly series of news commentaries on WOR, Newark, and WAAB, Boston, for Philco Radio & Television Corp., on June 7 concluded that series and now is heard Mondays and Wednesdays, 9:30-9:45 p.m., on MBS on a sustaining basis.

PRESS department of WOR, Newark, has been separated into two sections with new offices to house the publicity division and special features at MBS headquarters, 1440 Broadway, New York. WOR's city room and the office of Jerry Danzig, director of WOR publicity, remain in Room 2464, while separate offices have been given Dave Driscoll, director of special features, and Alvin M. Josephy Jr., assistant to Driscoll. Lester Gottlieb, MBS publicity director, has moved to the MBS city room on the 23d floor, where all MBS offices are being expanded.

A NUMBER of announcers and actors in the San Francisco Bay region have won spots doing "voice work" in "America, Calvacade of a Nation", feature extravaganza at the Golden Gate Exposition. The radio people work in a huge glass-enclosed studio to the rear of the seated audience and speak the lines for the actors on the huge stage. Among those doing character chores before the mikes are Bill Davidson, the narrator, KFRC; Jack Moyles, Sidney Roger and Lela Joyce McNair, KSFO; Jack Edwards, Bill McDonald, Larry Cook and Bill Steuthman, KPO-KGO. Art Linkletter, free-lance radio m.c. on a number of commercial programs in San Francisco, wrote the dialogue for "Cavalcade".

NEW YORK City's neighborhood club of youths from 8 to 18, known as the Gramercy Boys Club, in its fourth annual radio popularity poll, in which 1,100 ballots were cast, voted their favorites in the following order: Favorite program—Bob Hope, Jack Benny, WNEW's *Make Believe Ballroom*; favorite male singer—Bing Crosby, Nelson Eddy, Tony Martin; favorite female singer—Kate Smtih, Judy Garland, Bonnie Baker.

BIGGEST May revenue in the history of KOA, Denver, is reported by General Manager Lloyd E. Yoder, who announced an 11.8% increase for May, 1940 over that month in 1939.

FIRST studio audience to visit Mrs. Franklin Roosevelt's series of twice-weekly programs, sponsored on NBC by Manhattan Soap Co., was made up of boys and girls from the New York Institute for the Education of the Blind, who attended the June 11 broadcast in NBC's New York studios.

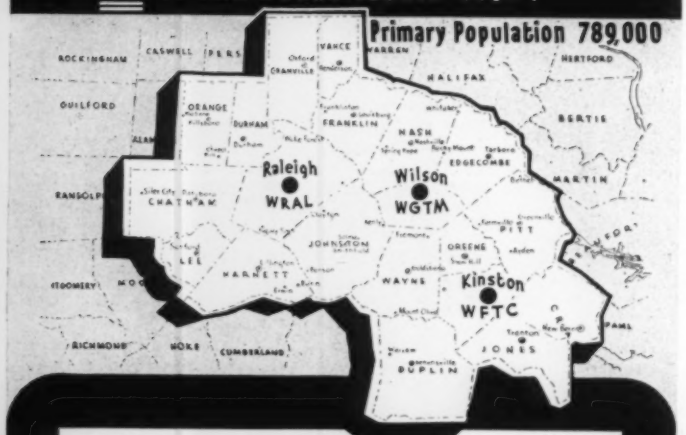
ON THE JOB at a Church of God baptism in Silver Creek, near Rome, Ga., WRGA described the event, with Jimmy Kirby (lower left), program director, holding the mike as the minister performs the ceremony.

FOUR of the six awards of "Little Oscars" for outstanding performances during the Des Moines Community Drama Assn. Little Theater season of 1939-40, just closed, were won by WHO staff members. Winners were picked by popular vote of all who participated in the season's productions, including performers, artisans, committee workers, stagehands, house staff, etc. Richard Anderson, director of dramatic production at WHO, was given a cup for distinguished performance as leading man in "Louder Please". Marc Williams, producer of children's programs, won his award as narrator in "Our Town". Denny Littlewood, staff actor, was cited for his work as leading man in "Craig's Wife". Maxime Gibson, staff actress, won a cup for distinguished performance as leading lady in the same play.

THROUGH the cooperation of officials of the Greater New York Federation of Churches, the Catholic Archdiocese and the United Synagogue, WOV, New York, will open each day's broadcasting schedule with an invocation, beginning June 16. Prayers, to be read each morning at 7:30, will be contributed by ministers, priests and rabbis, alternated so that each faith receives equal time on the air.

NEW adventure-detective story, titled *Monsieur le Capitaine*, was started June 11 on the NBC-Pacific Blue network, Tuesday 6:30-7 p.m. (PST). Weekly half-hour sustainer features Jerry Mohr as Paul Maupin and Lal Chand Mehra as Rama. Written by Ted Sherdeman, each episode is complete in itself. The series replaces *Breuthouse* which was also written by Sherdeman.


25% of the North Carolina Market at less than 15% of the State Radio Cost!




CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1

You buy 3 favorites in this package

WRAL - WGTM - WFTC

are 3 to 1 for listeners . . . and

LISTENERS mean RESULTS!

Contact GIL MURRAY, Gen'l. Mgr. WRAL, Raleigh, N.C.
or Sears and Ayer-NEW YORK-CHICAGO



NEW POWER
Same RATES

5000
WATTS DAYS

WBNX
NEW YORK

1000
WATTS NIGHTS

The Station that Speaks Your Language

WKBZ, Muskegon, Mich., recently purchased a 50 x 120 feet brick building which it plans to remodel into new studios and offices. Located on a large lot just beyond the city's primary business district, the building provides about 8,000 square feet of floor space. The building, to be dedicated Sept. 1, incorporates a studio auditorium with a seating capacity of 800. In addition to remodeling and acoustic treatment of the entire building, the new auditoriums will include a permanent microphone and public address system, and will be used chiefly for live talent shows and public broadcast productions.

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WLW, Cincinnati, on June 8 was host to more than 2,000 persons from 10 states gathered in Sharon Woods, near Cincinnati, for the sixth annual picnic of the *WLW Mailbag Club*. All year long members correspond with each other using pen names, with letter forwarded by Minabelle Abbott, postmistress of the Saturday morning broadcasts. Shut-ins and those who seek to cheer less fortunate members comprise the 16,000 members of the club. Dues are a letter a month. The program has been a regular sustaining feature on WLW for 13 years.

KVOO, Tulsa, Okla., attempting to determine listener preference for classical music during late broadcast hours, is conducting a thrice-weekly series of transcribed half-hours, *Music Before Midnight*. Responses so far are favorable, according to the station.

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## CHSJ, St. John, Plans To Dedicate New Plant

AN ENTIRELY new plant, from studio to transmitter, is being installed by CHSJ, St. John, New Brunswick, which plans to dedicate the new 1,000-watt fulltime outlet Sept. 1. The station has been operating as a local since February 1934 but with its new assignment on 1120 kc., will greatly expand its operations.

The new building project includes a 1,000 watt Western Electric design transmitter with a new Blaw-Knox vertical radiator, at Coldbrook, outside St. John, according to L. W. Bewick, manager. New studios and offices will be in a new building of special construction in the business district. Latest type speech input equipment has been purchased from Northern Electric Co. Three new studios are being built, including one which will accommodate an audience of more than 200. All studios will be air-conditioned and lighted artificially.

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### Seeking Outlet in Trenton

A. HARRY ZOOG, one of the stockholders in the newly authorized local (WFPG) in Atlantic City [BROADCASTING, June 1] is listed as executive vice-president of Trent Broadcast Corp., Trenton, N. J., applying to the FCC for a new 1,000-watt outlet on 1230 kc. in that city. He formerly was employed by the old WPG, Atlantic City. Also identified with the Trenton application is Richard Endicott, general manager of the Atlantic Steel Pier and a hotel man there, who also owns part of the new Atlantic City local.

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### Radio at Ultra-Highs

RCA Institutes Technical Press has published *Radio at Ultra-High Frequencies*, a 448-page volume including 23 papers in full and summaries of 31 additional papers, all dealing with radio engineering in the u.h.f. field. Book is divided into two parts, dealing with frequencies below and above 300 megacycles, the first part being sub-divided into sections on Transmitting Methods and Equipment, Propagation and Relaying, Measurement and Reception.

**REMOTE SERVICE** to the Tidewater area around Norfolk is afforded listeners of WRVA, Richmond, Va., with this shimmering remote truck which regularly operates far from the home studios. Since WRVA increased its power to 50 kw. a year or so ago, the station has carried more than 150 broadcasts from the Tidewater area. The new truck has been added as permanent equipment. Shown with the unit are M. M. Harrison (left), WRVA engineer for Tidewater broadcasts, and Leonard Whitehorn, remote chief.

### To Film 'Scattergood Baines'

PYRAMID PICTURES, distributed by RKO, early in June bought for $100,000 the rights to film a series of six full-length pictures featuring the radio storekeeper, *Scattergood Baines*, sponsored by Wrigley chewing gum on CBS. Deal was set by Clarence Budington Kelland, author of the radio series who is expected to collaborate on the movie scripts, and Jerry Brandt and Charles Ford, producers of Pyramid. Casting for the productions has already started and if Jess Pugh, who plays the title role on the air, does not screen well, a nationwide search will be conducted to find the perfect *Scattergood Baines*.

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### Films Get 'Nobody's Children'

COLUMBIA PICTURES Corp., Hollywood, has acquired film rights to the weekly half-hour Mutual-Don Lee network program, *Nobody's Children*, and will base a picture on the sustaining series. Edith Fellows will be featured. Program is produced by Walter White, and originates from the Los Angeles Children's Home Society nursery. Film rights to the Charles Bonner novel, *Legacy*, have also been sold to Columbia Pictures by Robert Sherwood, formerly NBC Hollywood announcer, acting as agent.

PRESENTATION of sterling silver plaques by the National Headliners' Club will be made June 29 at the annual banquet at the Press Club of Atlantic City. Awards are given annually for coverage of news events by radio, newspapers and newsreels.


WSIX

"The Voice of Nashville" Tennessee

Offers Nashville's largest "sports" audience built on football, basketball and exclusive Southern league baseball details.

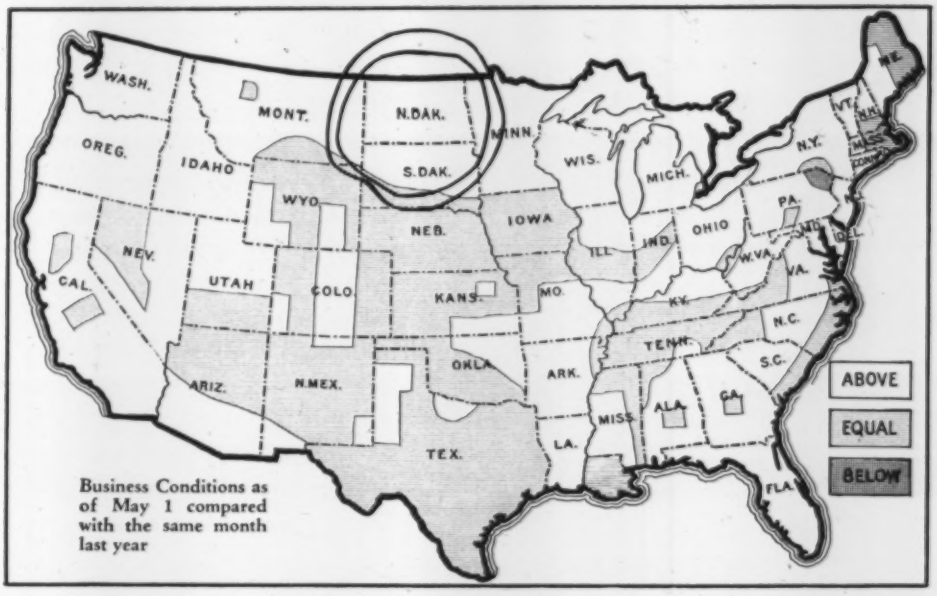
•

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE



# BUSINESS IS GOOD IN THE DAKOTAS




*Map courtesy of Nation's Business — 500 and 300 microvolt contours superimposed by KFYR*

## It's paying a lot of smart advertisers to tell their story over

550 Kilocycles
NBC Affiliate

# KFYR

5000 Watts Day
1000 Watts Night

BISMARCK, N. DAK.

*National Representative:* John Blair & Company

**..IN LOS ANGELES AND SOUTHERN CALIFORNIA**

Brief cases in hand, these gentlemen represent the three essential sales factors which KMPC combines to offer you the best dollar-for-dollar radio buy in the Pacific Coast's largest market.

**COVERAGE**

93.5% of Southern California's radio families—829,228 of them—live within the new KMPC .5 mv. Daytime contour. Actually, since this figure is based on communities of 2500 or more population within the area, the KMPC signal reaches many of the remaining 6.5% in smaller towns and rural districts.

**AUDIENCE**

Naturally, our blue prints for audience-building are being changed and added to constantly during the complete reorganization of the KMPC program structure. With all of this, the first five months of 1940 have shown an important increase in audience mail of 197%.

**AVAILABILITIES**

Here is something worth considering. At this point in KMPC's development, time and announcement availabilities are more attractive and abundant than on any other major Los Angeles station. And don't overlook several fast-building participating programs. We think you will be interested in things which have happened and are continuing to happen at

**KMPC**

**THE STATION OF THE STARS**

*Beverly Hills • Los Angeles*

**NOW—5000 WATTS DAY**

**1000 WATTS NIGHT—710 KC.**

**ASSOCIATE CBS STATION**

**LEO B. TYSON, V. P. & GEN. MGR.**

*Representatives*

**NEW YORK:** Roger E. Vernon, 101 Park Ave.
**CHICAGO:** A. K. Bucholz, 360 N. Michigan



***"NEWS and VIEWS"***

Have you read the latest issue of this KMPC news-pictorial? Each month it keeps you posted with important facts on Los Angeles' fastest growing station. Write us if you are not already on the mailing list.


# Guestitorial

## THE SALES PROMOTION JOB

By EMMONS C. CARLSON
Advertising & Sales Promotion Manager NBC, Chicago

*A MILL cannot grind with water that is past*—"The Lesson of the Waterwheel", by Daniel Craig McCallum.

It is just about as impossible to do an effective job of promotion after a campaign has started as it is for a mill to grind with water that is past.

Promotion must lead and not follow if it is going to pave the way for greater sales.

A number of national advertisers have done excellent jobs of promoting their shows, but the function of sales promotion in the radio industry as a whole seems to be that of reconstructing an activity that has proven unsuccessful rather than planning one that will produce the desired results. In many instances, it is an afterthought rather than a forethought—if it is given any consideration at all.

### Without Effort

Radio was so spectacular—so generous in its benefits to humanity—that it did not have to struggle for recognition as many other industries have done. Consequently, sales have been made without the assistance of real promotion; but more sales could have been made with less effort, and money spent on projects that have glimmered and gone out could have been made productive if given the proper stimulation by good sales promotion.

Well may radio look to the motion picture industry for examples in promotion. When Selznick-International purchased the story, "Gone With the Wind", the promotion department was called in immediately. They did not wait until the show was in production or until it had been finished before calling in their sales promotion force. It was clever promotion rather than chance that emphasized the difficulties they were experiencing in finding the right person to portray Scarlett O'Hara; it was smart promotion that kept the public informed as to the progress made in the writing and filming of the story, and it was expert handling that produced the marvelous premiere in Atlanta. Sales promotion kept public interest dammed up until all was in readiness. Then the gates were opened and the flood of public interest has kept the sales mill grinding at top speed, and will no doubt continue to do so for months to come.

Radio has accomplished great things, but it will achieve much more when sales promotion is allowed to do for it what it has done for the motion picture industry. The campaign on "Gone With the Wind" clearly demonstrates that money invested in good promotion brings handsome returns.

Poorly conceived and timed, or insufficient promotion is as ineffective as "water that is past". Promotion that is going to make the sales mill grind merrily must be as abundant and forceful as a spring torrent in a millrace.


**WOW**

**590 Kilocycles**
**John J. Gillin, Jr., Mgr.**
**★ On the NBC Red Net ★**
**OMAHA, NEBRASKA**


## Wired Radio License

ATLANTIC CITY has imposed a license fee for the first time on wired music, the City Commissioners approving an ordinance calling for the electrical transmission of music to be licensed at $500 a year for up to 20 outlets. A $25 additional fee will be charged for each outlet over 20, the rates becoming effective July 1. At the same time, the City Commisioners hiked the license fee for the nickel music boxes from $20 to $50 a year per machine and proportionately decreased the license fee for all amusement places employing live musicians.

## KLZ Expands News

TO SATISFY the demand for additional radio news KLZ, Denver, has expanded its weekday operating schedule to 20 hours, with 17½ hours on Sundays. The station also has increased the number of its news correspondents throughout the Mountain States and is carrying additional time on its wire news service, with overhead direct from the New York European cable desks. Under the new setup KLZ's broadcast day extends from 5 a. m. to 1 a. m. on weekdays, and 6:30 a. m. to midnight on Sundays. The expanded schedule provides additional early morning and late night news programs.

## Pa-Pi-A Extending

VANTI PA-PI-A Corp., New York, as part of its extensive summer advertising campaign in New York for its soft drink product, on June 10 started Arthur Hale's *Confidentially Yours* on WOR, Newark, Mondays, Wednesdays, Fridays, 7:15-7:30 p. m. The company since last January has sponsored quarter-hour participations six times weekly on Martin Block's *Make-Believe Ballroom* program on WNEW, New York, as well as daily spot announcements on a large list of stations throughout the South. Additional radio plans are now being completed, according to Erwin, Wasey & Co., New York, the agency in charge.

ON A BUSY downtown corner of Cincinnati the lady at left answers baseball queries put by WKRC's sportscaster, George Sutherland (center), on his daily *You're the Manager* quiz show. Mike Hunnicutt, WKRC announcer who works with Sutherland on the shows, sponsored by Coca Cola Bottling Co., smilingly watches as she grapples a poser in an effort to win the baseball tickets and cartons of Coca Cola awarded participants.

## PHONETIC NAMES
### War Words Listed at KYW
### For Quick Use

PRONUNCIATIONS of more than 45,000 names of persons and places in the news are available to newscasters and announcers in the newsroom of KYW, Philadelphia. The station started compiling its phonetical name guide some years back when Japan first invaded China, and since has added to the list tongue-twisters from about a dozen in-the-news countries. Included in the list are 35,000 names from Webster's gazeteer and another 10,000 or so from the *International Book of Names*.

For immediate reference each country in the news has been allotted a special sheet of 30 x 40-inch cardboard, hanging on the newsroom wall. Pronunciations, written on paper, are affixed to the sheets as they come over the teletype and are verified by the editor in charge. Names are spaced at varying intervals in alphabetical order to allow for additions. Within a few seconds, KYW claims, announcers can check names.


**IN THE HEART OF THE MOTOR INDUSTRY!**

**WCAR**

**1000 *Streamlined* WATTS**

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

**WCAR**
**PONTIAC, MICHIGAN**

## Television Survey To Be Repeated

TO DISCOVER what the public thinks of television, Harry Gordon, newspaper correspondent, formerly with the old *New York World*, again this summer plans to canvass visitors to the television exhibits at the RCA, General Electric and Westinghouse buildings of the New York World's Fair, inviting them via questionnaire to give their views on "What do You Think of Television?"

As a result of last year's survey, 1,000 opinions were selected and tabulated from all returned questionnaires, covering various regions of New England and Middle Atlantic States, Texas, Ohio, Kentucky and Missouri. Television as "a new form of public entertainment in the home" received 100% approval from all voters, with the majority stating that although "it is now ready for home use, it is too costly for purchase at the present time."

Asked how they would rate images appearing on television screens, 84% of those interviewed voted between fair and good as against 9% for excellent and 7% for weak. In the choice between fair and good, 43% voted for the former, and 41% for the latter. When asked which year they expected to purchase a television set, some 31% of the visitors interviewed checked the date of purchase, with the year 1941 chosen by a popular majority. The rest were unable to make up their minds for various reasons: 56% said it was "too expensive", 31% "not perfected yet", 7% "insufficient broadcasting material".

Favorite type of entertainment for television was stage plays, with sports, spot news, education and musical programs following in that order. According to Mr. Gordon, although last year's survey was based on compiled viewpoints of 1,000 visitors, the conclusions reflect the attitudes of 500,000 or more because the method of "selective sampling" was used and a cross-section of the average man's opinion obtained.

## *INDIANA U PLANS SUMMER WORKSHOP*

FOR radio people only, representatives of some 60 Midwest radio stations are expected to attend the second annual North Central Radio Work Conference, scheduled for June 20-21 at Indiana U, Bloomington. Informal sessions will be conducted by a chairman, assisted by panel experts, according to Robert Allen, radio program director of Indiana U.

Panels have been scheduled on experimental radio, including facsimile, television, FM; station promotion, including a large display of promotional technique of various stations; community service programs; radio supervision, covering both the FCC and the NAB code. Two sessions have been left open for general discussion.

Tentatively, speakers for the conference are to be Maj. E. H. Armstrong, FM inventor; Neville Miller, NAB president, and Commissioner George H. Payne, of the FCC. The program will be under general charge of Dr. Lee Norvelle, Indiana U radio head, and Mr. Allen.

## O'Sullivan to Expand

O'SULLIVAN RUBBER Co., Winchester, Va., on June 6 started three quarter-hour participations weekly in Martin Block's *Make-Believe Ballroom* program on WNEW, New York, and plans to add more stations later this summer with Baltimore as the next city. Bermingham, Castleman & Pierce, New York, is the newly-appointed agency.

## A STATION'S CREDO
### WOR Code Cites Public Service Obligations

TO ITS AUDIENCE as well as to its own staff, WOR, Newark, this month presented *The WOR Credo*, drawn up by the station's executives and designed to apprise the public what the station regards as its public service obligations. The credo was first read to the WOR audience during one of Gabriel Heatter's regular programs and was presented as part of the NAB Radio Festival Week. Text of the statement says that it is WOR's aim to be:

ALERT. We deem it our business to sense what is of importance and interest to our listeners, and to present it promptly. We must know the trends of public acceptance, public enthusiasm, public apathy and public disfavor. We must not "follow" these trends. We must be with them in action, ahead of them in thought. A reputation for alertness—informed, sane alertness—creates a reputation for reliability.

FRIENDLY. We think of millions, but speak to the individual or small groups of individuals. It is our hope that whatever may be said from WOR will be the utterance of a friend—one who speaks to the listener as a person interested in the listener's thoughts, activities, and problems. Informality is the keynote—without sacrifice of our own dignity or that of our listener.

INTELLIGENT. We express our own intelligence by respecting that of our listener. What we have to say to him must be accurate in facts, authoritative in commentary. Solidity in knowledge and interpretation builds the confidence of the listener.

IMAGINATIVE. We strive to lend the distinction of artistic refinement and creative direction to every program. The raw material must be molded into a satisfying entity.

## Rockefeller Grant Aids Radio Education Studies

EXPERIMENTATION in radio for purposes of general education along with educational films has accounted for almost half the $1,500,000 contributed by the General Education Board of the Rockefeller Foundation to the problem of using the arts for general education, according to the board's annual report for 1939. Last year the board made a grant of $9,000 to the Progressive Education Assn. for the expenses of a Committee on Radio in Education, which was set up to find ways in which the work of the various commissions of the Association could contribute to the improvement of radio education.

An important part of this committee's work, the report states, was to cooperate with the Ohio State U project for the evaluation of school broadcasts in the conduct of summer workshops for teachers who want to use radio programs in the classroom. In 1939 a grant of $12,430 from the board enabled the Committee on Radio and the Ohio Project to conduct a joint summer workshop at Teachers College, Columbia U, New York, during which special emphasis was placed on training persons responsible for writing and producing programs for schools to be broadcast during the ensuing year.

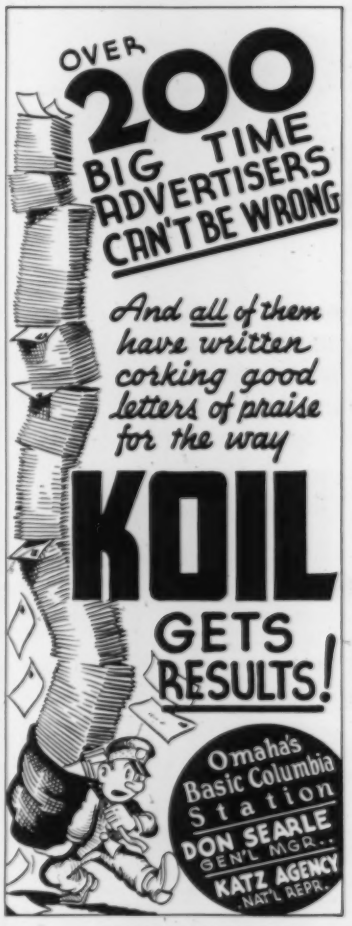
## XELO Operators Lose Appeal for Protection

ORDER requested by operators of XELO, Tiajuana, Mex., to restrain California officials from "molesting" them if they came into the States, was refused June 6 by Los Angeles Federal Judge Harry A. Hollzer. The station has been used to broadcast sponsored results of horse races, allegedly for bookmakers.

Judge Hollzer stated that the plaintiffs, Piedras Negras Broadcasting Co., operator of XELO, and its president, Emilio Ayala, may ask for a show cause hearing to give them an opportunity to air grievances in court with State officials present. Plaintiffs charged persecution by Attorney General Earl Warren, Deputy Warren Olney and others in a campaign against the dispensers of racing information. They further asked that Superior Judge Emmet H. Wilson be prevented from acting in a case involving the station, declaring that they face a loss of $44,200 for one year's service to Dilly Richman, Los Angeles advertising broker.

## Series by Admen

WOV, New York, on June 10 started a series of weekly programs featuring executives of the American Assn. of Advertising Agencies, Advertising Federation of America and metropolitan agencies in discussions of various business subjects. Mark O'Dea, president of O'Dea, Sheldon & Canaday, and a member of the executive board of the AAAA, was guest speaker on the first program.


# 233% DISCOUNT PER MINUTE

That's a lot of discount on one minute's radio time. But figures still tell the truth, and here they are. A minute spot on Richmond's WMBG — the Red Network station — costs only $15.00 — night time rate. A minute on the other leading Richmond Station — night time rate — costs $35.00 — saving 233⅓ or $20.00.

WMBG offers you the Red Network audience — 5000 watts daytime — 1000 watts night — and equal density of coverage. WMBG charges you only for what it covers — a saving of $20.00 on a minute spot—other savings in proportion. Before you buy — get the WMBG story. WMBG NBC Red outlet, Richmond, Va. National Representative, John Blair Company.

**WIBC**

1050 K C—1000 WATTS

•

***Indiana's Fastest Growing Station!***

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 450,000 radio families are influenced in the spending of $300,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!

•

**WIBC**

1050 K C—1000 WATTS

Indianapolis

Howard H. Wilson, *Nat'l Rep.*


# HOW A BANK USES BROADCASTS

## Cleveland Banker Offers Some Hints on Methods That Have Proved Successful in That City

By ROBERT J. IZANT
Vice-President, Central National Bank
Cleveland

MY SUBJECT gives me an opportunity to use a play on words—"The sale of time to aid time sales." There has been some thought about the efficacy of radio and its being in the experimental stage, but in the light of recent history I think we should consider that it is now an established medium and a very strong and important ally of journalism, of newspapers, magazines, and not a competitor of those mediums.

The difference between radio advertising and journal advertising might be described in this way: Radio is measured by the number of hours available in a day for broadcasting while the availability of advertising in newspapers and magazines is practically unlimited or limitless. It has all the effective faith that you have dollars to buy.

### Getting Attention

The difficulty in doing a job on the radio is in how to employ it properly. Bank advertising and consumer credit advertising over the air has a double purpose. First, it is to place the advertiser on record as an institution, its name, the personalities, what its facilities are and how they are available. Second, to point out specific facilities to your listeners. It should be designed to bring your prospective customers and your present depositors into action. Let me call your attention to the fact that advertising per se, in and of itself does not sell goods or services but merely does what the word means, "turn attention to", and then it is up to the institution to do something else about that.

At a sacrifice of some modesty, I want to point out one feature about our own institution because early in 1938 we originated a radio program and we made 120 broadcasts. Each broadcast was only five minutes in length for five nights a week at 6:25 p.m. These broadcasts were on the subject of biography and told the life stories of great men and women of the past.

### And Still They Come

Let me be a little bit more immodest and tell you that although the last program ended Dec. 30, 1938, we still are receiving inquiries and requests for reprints of the stories. They come from most unusual sources. I might say that the Cleveland Board of Education just recently asked and was granted permission to broadcast material from this series, through the short wave radio station which they maintain, to their schools. Furthermore, a prominent New York publisher has asked, and likewise was granted permission, to use this material in research work for a text book called, *Pioneering in Democracy*. In the foreword, my bank was given due credit.

I should like to explain what our broadcast of *Empire Builders* was. There was a peal of thunder which was our signature of coming on and going off the air. Then all through the series we broadcasted the life stories of famous people throughout the world who had helped build empires. Then came the commercial plug, as they call it, telling about the loan facilities of the Central National Bank, the service of the loan department for granting loans from $100 to $1,000 which was available at any office at reasonable rates and on terms that lasted up to eighteen months.

We further stated that inquiries were welcome at any of the 12 offices of the bank. Following that the narrator finished his narration on the biography and the announcer came in and said, "On Monday night at 6:25 you will hear the story of so-and-so." This program was interesting, informative, educational. It was an articulation between industry and society. Another good feature was that it was a complete and pleasing identification of a pillar of society—the bank—your bank, any bank. Also it was dignified.

### Better Than Space

I think we should also come into agreement that radio provides the most pleasant and best method yet devised for mouth-to-ear transfer of thought of institutions and individuals to the masses, and that is our job in advertising. Another very important thing about this type of advertising, as well as with all others, but particularly this type, is the effect of radio advertising in the merchandising that is done through your staff. As I said before, it does not sell goods or services, but if you are using radio you should get each of your employes to listen to your programs, whatever they may be, and adopt them as their own so that they can handle the inquiries that come to them from day to day.

Each program cost us around $50. What we would get for our $50, at least in our three newspapers in Cleveland, would be the equivalent of about four inches of newspaper column space. For the amount of attention getting, educational and informative material that we gave in that five minutes, I question very much if we could arrest the attention of a sufficiently large audience in that amount of newspaper space. I am not comparing vehicles because after all they do supplement each other. Newspapers do call attention to the time and subject of a radio program.

Perhaps we in our institution set too high a standard for what we will sponsor but let me call your attention to the fact that banks have used programs ranging from symphony orchestras to famed economists over national hookups. You will recall that the old counselor did a grand job but perhaps in our association we have discovered and have been convinced that purely local broadcasting is more effective for the type of work that we are talking about today.

### No More Tradition

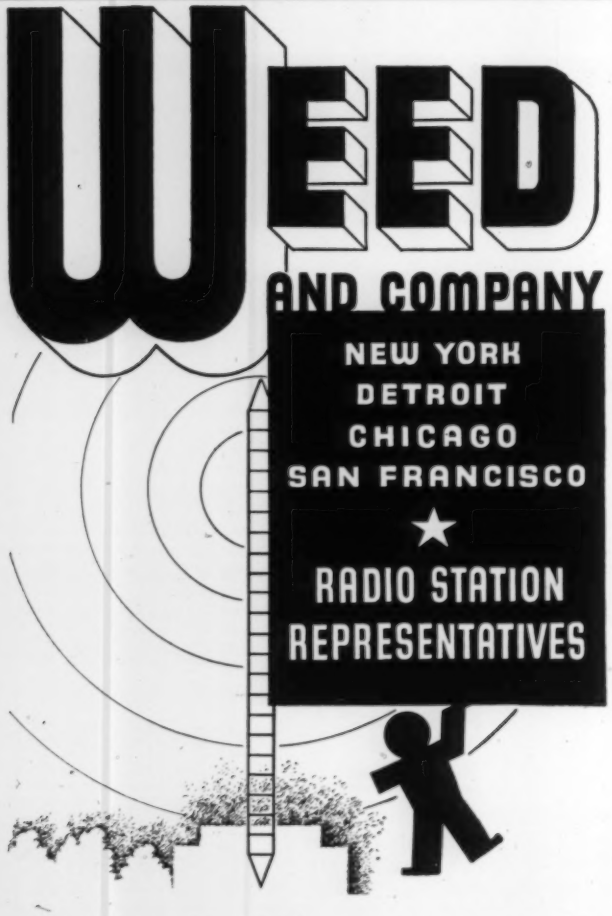
The traditional banker may not agree with you on some of the hours that are selected, from reveille until past midnight in some cases, but you cannot go on tradition in this day of evolution. We are abandoning, or seemingly so, our habits of reading and taking up radio and other habits instead. However, we have to be pretty astute in studying the radio as a proper medium for advertising.

To go back to the point of what we will sponsor; we have been doing ever since that time consistent radio advertising by appearing at station breaks, station identification, and other pauses with hundred word announcements and, getting inquiries, I might say.

To sum up, what we have to think about in this consumer credit and this experiment of ours in democracy which is your job and my job, is to do what our friend Henry Grady Weaver of General Motors has sponsored so much. His motto is: Find out what men like and do more of it; find out, too, what they don't like and do less of it.

### Yields to H. V.

H. V. KALTENBORN'S well-known radio voice as a news analyst stood him in good stead recently when, en route by air from Pittsburgh to Washington for his regular evening broadcast on NBC, he found all reservations on the plane had been taken. While he was talking with the ticket clerk a stranger stepped up, introduced himself as N. B. McCullough of the Globe Indemnity Co. and said: "Mr. Kaltenborn, I'll be delighted to give you my reservation. I've listened to you with pleasure for so many years that I'm happy to have the opportunity to do this small favor for you."

**SLICKED UP** in their new uniform jackets, the special events staff of WOW, Omaha, lined up recently to show them off to Special Events Director Foster May (back to camera). Future plans indicate that whenever a WOW special events crew goes on the job, it will appear in these coats. The bush jackets, made to order by the Butwin Co., St. Paul, are lightweight, lined, weather-proofed, and include a WOW embroidered on the back and collars with NBC on the left shoulder. Each man's name also is to be embroidered on a pocket. The crew here includes (l to r) Tom Dailey, sports editor; Joe Herold, chief control operator; Glen Flynn, engineer; Ray Olson, announcer; Lyle DeMoss, production manager; Harry Burke, program manager; Bob Rudd, engineer; Howard Peterson, promotion manager: Bill Kotera, chief engineer; Gay Avery, announcer.

## *RCA DEMONSTRATES HAM VIDEO TUBE*

SIGHT is added to sound as a field for experimentation for radio amateurs with the introduction of a small, inexpensive version of the television pick-up tube, announced by RCA. With this new tube, developed in collaboration with the American Radio Relay League, a radio ham can build his own television transmitter and receiver for from between $200 and $300. The new tube, which transmits 120-line pictures, is about seven inches long in contrast to the 20-inch commercial iconoscope, but its price is only $24.50 as compared with $650 for the commercial tube.

A typical amateur television set-up, including camera and monitor unit, transmitter and receiver, was demonstrated June 3 to the press at the RCA Laboratories at Harrison, N. J., where the tube was developed. Still pictures and live persons were televised during the demonstration, producing images that were small and crossed with scanning lines, but which were clearly recognizable. The new tube sends out a picture 1½ inches square, which the demonstration receiver enlarged about three times that area. As with the big television transmitters, the range of the amateur unit is determined largely by the height of the transmitting antenna.

As the "ham" operators have contributed much to the development of sound broadcasting, so it is expected their experiments in the video field will produce similar important developments. The present amateur radio licenses permit television transmissions on the 2½-meter band and shorter waves, so the way is already open for their participation in the new art of visual broadcasting. A small but steady stream of requests received by RCA from amateurs indicates, according to RCA executives, that there will be an immediate entrance into television by the amateur fraternity.

### Durkin Scoops

PROVING Sherwood Durkin, announcer of KCKN, Kansas City, Kan., as adept at scooping ice cream as dishing up music and entertainment for dinner hour listeners, "Durkin Day" was held June 1 at the sponsoring Katz Drug Store. John Drake, of the KCKN production department, directed the promotion in which Durkin, clad in soda-jerker's robes, presided at a special booth in a Katz store. Incidentally, Durkin packed three important events into a three-day period. His birthday and "Durkin Day" were observed June 1; his vacation started the following day, and on Monday, June 3, he married Mary Mildred Smith, former KCKN employe.

## *AT&T PROGRESSING IN COAXIAL VIDEO*

IMPROVEMENT in television relay employing its coaxial cable was reported to the FCC June 4 by AT&T in one of its periodic experimental reports. Tests of television transmission over the 190-mile coaxial loop from New York to Philadelphia and return, using special terminal equipment, gave greater brightness range and better definition than the usual commercial television receiver, the report stated.

Film pictures were employed with 441-line scanning, 30 frames interlaced, and the synchronizing pulse proposed by RMA, the FCC was advised. The size of the picture was the same as that for the commercial 12-inch tube receiver. AT&T stated that the coaxial system, transmitting a television band of 2¾ mc., gave a definition in the horizontal direction about equal to the vertical definition. To casual observation there was no appreciable difference, although in test patterns and in a few of the pictures slight differences could be detected by experts. Further refinement and testing of the system are planned, the report added.

F. B. Jewett, AT&T vice-president, also reported to the FCC there had been some conversation with Allen B. DuMont Laboratories, and further conversation with CBS "regarding the possibility of their using the coaxial system, when they are ready, for experiments in television transmission between New York and Philadelphia."

### New Food Series

FOOD & BEVERAGE Broadcasters Assn., New York, on Sept. 29 will start *Hollywood Holiday* on either NBC-Red or CBS on Sunday afternoons for 29 weeks, according to an announcement by Emil Brisacher, head of Brisacher, Davis & Staff, San Francisco agency handling the account. The new half-hour program will succeed *I Want a Divorce*, sponsored cooperatively on 72 NBC-Red stations for 33 weeks ending May 26 by 17 leading food firms. *Hollywood Holiday* will feature Hollywood talent and Lou Forbes' orchestra, with dramatic format under direction of Van Fleming.

IRVING CAESAR, president of the Songwriters' Protective Assn., noted as a composer of "safety" songs, on June 16 will be honored at the New York World's Fair, the day having been set aside as "Irving Caesar Day." His regular MBS *Sing a Song of Safety Club* program will be broadcast from the New Jersey State Bldg., during which he will present his World's Fair Safety Song for the first time.

**A 100-WATTER BLOWS ITS TOP!**

—what's this dope about buying POWER?

—oh, so it IS power you buy?

—well, DO you buy wattage or DO you buy POWER—and by that we mean INFLUENCE in a locality or market?

As far as coverage maps or wattage are concerned in THIS market you can pitch them into the East or Chicago River!

We can show you a coverage map that claims THIS market in its PRIMARY AREA—yet a mighty important national advertiser had to buy WLOK to get his coverage!

Now, if it's REAL POWER (influence) you want for your client or product, HERE ARE THE FACTS!

WLOK is an NBC Red outlet, BUT, we DO carry TWO BIG NBC BLUE COMMERCIALS, due to above mentioned INFLUENCE POWER!

FIVE LOCAL DEPARTMENT STORES use WLOK regularly—and two of these are on their second consecutive year's contracts! How many BIG TIME STATIONS secure local department store business?

Here is a 100-watter that has averaged 87 remotes per month for a thirteen-week stretch!

Although the station's studios and transmitter are located in the city of Lima, this section of Ohio is known as WLOK, OHIO.

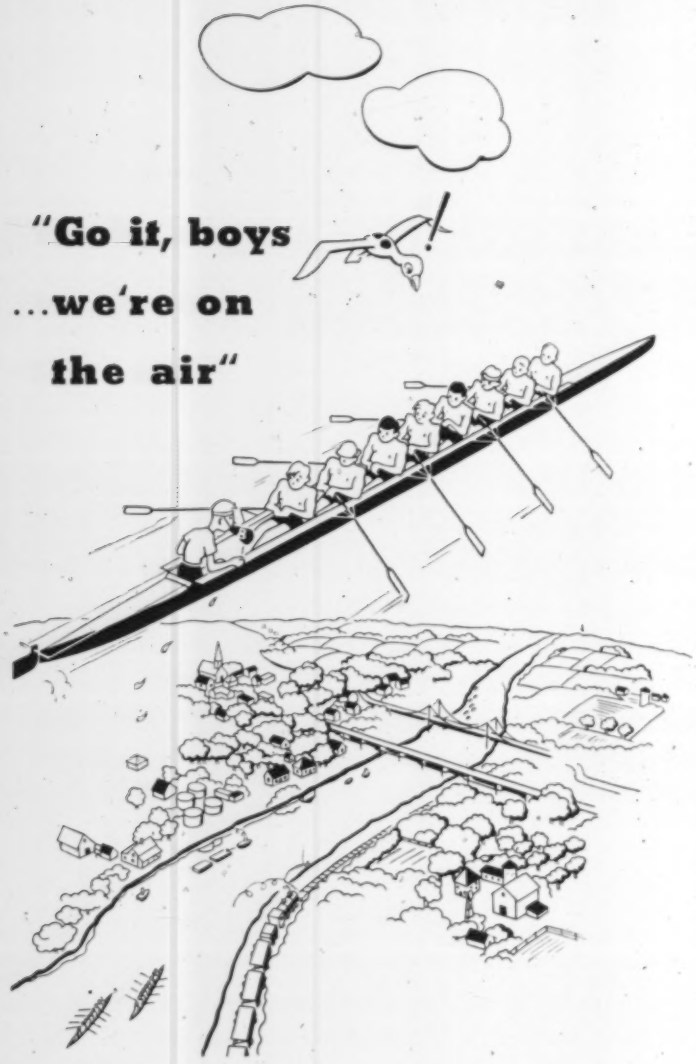
WLOK, OHIO, boasts a population of 300,000 with 72,877 radio homes!

Such industries as the Lima Locomotive Works, Westinghouse, Superior Body Company and Lima Gro-Cord are only a few of the steady payroll builders! And companies like these don't "pay off" in HAY!

Your inquiries will be answered promptly. Send them to the Lima Trust Building, Lima, Ohio.

*"Radio Gets There First"*

**"WLOK Has Them By The Ears"**




WE USED a fanciful picture to make a point. From such widely different events as the Poughkeepsie Regatta and the National Hog Calling Contest—there is a radio network to connect stations so that the largest possible number of interested people will hear the proceedings.

Since the beginning of radio—the scientific and engineering contributions of Bell Telephone Laboratories have meant steady progress in network transmission.

The search for ways and means of broadening and improving network service and facilities goes on continuously in anticipation of the even more exacting requirements of the future.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

DECOROUSLY identified with foot-high call letters, this official car was turned over to WFBM, Indianapolis, for use during time trials and the 500-mile Memorial Day Indianapolis Speedway Classic. Len Riley, WFBM sportscaster (shown at wheel), along with News Editor Gilbert Forbes and Announcers Ben Wilbur and Ray Brant, broadcast eight remotes from the Speedway on Memorial Day, which also were fed to WDWS, Champaign, Ill., WDAN, Danville, Ill., and WHBU, Anderson, Ind. Upon entering Victory Lane, Wilbur Shaw, winner of the Classic, greeted Riley and both posed for a color photograph to be used nationally by Camel cigarettes. All Indianapolis stations, as well as the national networks, carried descriptions of the race.

## BEYOND THE FCC

### KTGM Serves Indians, Helps Federal Activities

UNIQUE among the broadcasting stations of the United States—one that does not fall directly under the jurisdiction of the FCC—is KTGM, Window Rock, Ariz., located in the heart of the Navajo Indian country on the Arizona-New Mexico border. Operating with 250 watts on 2852 kc., it is used by the U. S. Indian Service of the Dept. of Interior primarily in connection with fire protection and administration. However, it broadcasts twice weekly to the Indians—at 1 p.m. Saturdays in the Navajo language and at 8 p.m. Tuesdays in English. Programs are designed to entertain as well as instruct, and are picked up chiefly in the trading posts throughout the Navajo Reservation. There the Indians foregather to listen in to what they call "Small-Man-in-Box".


CHNS

HALIFAX, NOVA SCOTIA

Is Located in the Centre of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Fourteen Years of Uninterrupted Service.

*Representatives*
WEED & COMPANY
350 Madison Ave., N. Y.


# 'Hams' Strengthen Code Proficiency

### Seek to Broaden Service of Amateurs to Government

TO ENHANCE the potential public service value of amateur radio operators in the light of present activities of the Government in the matter of national defense, the board of directors of the American Radio Relay League, national association of the "hams", has instructed its headquarters staff to undertake a program to develop the code proficiency of its members.

Communications Manager F. E. Handy has announced a series of special code transmissions from the ARRL headquarters station, W1AW, supplementary to regular code schedules, designed to furnish members the opportunity to improve their code ability. One schedule per month will be transmitted for rating purposes, and operators making "solid copy" will be awarded code proficiency certificates showing the speed attained. Members of radio clubs are being urged to participate in groups, and special certificates will be awarded to clubs. Located near the headquarters offices in West Hartford, Conn., the station's antennas are set up to "beam" much of the signal westward and southward over the entire United States, and so the transmissions can be utilized by all amateurs.

#### To Aid Red Cross

Among other items of business, the League's board established new finance and membership committees, instructed the secretary to give special attention to amateur relations with Latin American countries, adopted a formal statement of mutual cooperation with the Red Cross in time of emergency, and authorized the holding of a national convention in Chicago in 1941 under the auspices of the Chicago Area Radio Club Council.

George W. Bailey of Weston, Mass., was elected to the presidency of the League for a two-year term, succeeding Dr. Eugene C. Woodruff of State College, Pa. The vice-presidency, formerly held by Mr. Bailey, was filled by the election of Charles E. Blalack of El Centro, California. Directors voted to hold their next annual meeting in Hartford on May 9-10, 1941.

#### Music Award Plans

DEEMS TAYLOR, noted composer-author-commentator, on June 16 will announce the 1940 winner of the Rome Prize in composition during the NBC Orchestra concert broadcast on NBC-Blue. The winning composer, present at the broadcast, will conduct the first performance of his prize-winning composition. The prize of a two-year fellowship to the American Academy in Rome is open to unmarried men not over 30 years who are American citizens. If European conditions make the trip to Rome impossible, the winner may defer the prize or fulfill it in America.

#### More WCCO Lollipops

TO REMIND guests at Minneapolis, Town & Gown party that it was broadcasting part of the festivities, WCCO, Minneapolis, placed 800 lollypop favor at celebrants' places during the dinner. The lollypops, standing upright on bases, were marked with call letters to simulate WCCO microphones.

# *Radio's Policy in Handling War News Given Qualified Praise by Rep. Mundt*

PRAISE for radio's voluntary discretion in handling war news, qualified with allusions to the possibility of some form of Government control, was given by Rep. Mundt (R-S.D.) early in June. Rep. Mundt's observations were developed around an editorial, "Too Much Radio News", appearing in the *South Dakota State Forum*, Sioux Falls, S. D., and a letter from Harry C. Butcher, CBS Washington vice-president, expressing the broadcasting industry's "keen appreciation" of its responsibilities in covering war news.

In the *Congressional Record* of June 4, Rep. Mundt commented: "Radio might do well to follow the examples of newspapers in reminding their public that all news is subject to censorship at the source and that in wartime it is impossible to discriminate between what is factual and what is pure propaganda in communiques and messages originating from foreign sources.

### Some Egotism Noted

"In fact, a few radio programs are already issuing such precautionary announcements in connection with their programs of war news, but too many programs still utilize commentators whose egotism stirs them to try to create an 'illusion of integrity' about themselves which, knowingly or unwittingly, tends to give prestige to their remarks which is not merited."

Responding to Rep. Mundt's open-letter type of comment, Mr. Butcher included with his letter a copy of the CBS memorandum governing general operations in connection with European war coverage, issued Sept. 5, 1939, shortly after the outbreak of war. He also included a reprint of the text of the memorandum on European war coverage as agreed to by all three national networks.

"We appreciate the responsibilities placed upon us by these trying times and are attempting, I believe with considerable success, to inform the public honestly and conscientiously," Mr. Butcher declared. "The nature and the facts of the war news definitely create grave concern with the listeners, but neither radio nor the press has any control over the gravity of the news. CBS, and I believe the other networks, have risen to their responsibility. Certainly our response from listeners everywhere indicates a generous approval of our efforts and a warm appreciation of the service rendered."

Commenting on this response in the *Congressional Record*, June 7, Rep. Mundt stated: "I am confident that a continuance of this careful attention to the problem by radio executives themselves, combined with a thoughtful rededication to the careful observance of the self-restraint they have imposed can provide a far better solution to the problem than any Congressional action which might threaten or restrict the use of free speech on the air."

"I have heard too many members of Congress condemning 'hysterical radio commentators' and 'upsetting radio programs' and have read too many editorial complaints and letters of protest to believe that radio is blameless and that its self-imposed restrictions are either quite inclusive enough or quite sufficiently respected. But radio is young in this field of public service, and I am encouraged and gratified by the fact that, first, it has recognized that the war situation reposes unusual responsibilities upon it; second, it has set up a set of voluntary regulations to govern its handling of war news; third, it has replaced some of its more hysterical and least stable announcers and commentators by men and women with a greater devotion to factual reporting and less of a flair for amateur dramatics; and, fourth, it is keeping alert to the situation and is endeavoring to further regulate itself as new needs for such restraints become evident.

### Radio's Restrictions

"Radio has thus demonstrated its desire and determination to protect its privileges by the intelligent course of establishing its own restrictions against public-penalizing excesses. As a firm believer in the significance of free speech, I am sure this method has many advantages over the various proposals for intensified Government regulation and supervision which are beginning to be discussed informally, and rather too generally, in the Congressional cloakrooms.

"If war should come to America or if America should inject itself into foreign war, complete Government censorship and perhaps Government ownership and operation of radio would probably follow as the night the day. Personally, I would abhor this action, but there is little reason to doubt its eventuality. It is altogether too possible that privately owned and operated radio would never again prevail in America should we be drawn or driven into war.

"I know it is the hope of members of Congress and radio executives alike that the peaceful progress of this country can go ahead without new regulations and restrictions being placed on the radio industry. I hope a faithful devotion to the self-imposed radio regulations and a frequent revaluation of their adequacy by radio itself will prevent emotional excesses and broadcasting bad taste which might goad a disillusioned America to insist on Congressional action to prevent abuses which I am sure radio itself is ready, willing, and able to prevent."

## PROSIT IN MUSIC

### Singing Spots Form Basis of Beer Campaign

THE UNUSUAL format of a series of singing spot announcements in a test radio campaign for Valley Brew beer, produced by the El Dorado Brewing Co., Stockton, Cal. has formed the theme of an entire advertising campaign in northern California. Besides radio, billboards, newspapers and magazines will be used.

The singing spot announcements for the beer were conceived by Walter Guild, radio director for Sidney Garfinkel Adv. Agency, San Francisco. The song "Just an Echo in the Valley" tied in with Valley Brew so well that Guild used it as the theme of the singing cowboy on the radio spots. The entire commercial is delivered in typical cowboy lingo. Stations being used are KYOS, Merced; KTRB, Modesto; KGDM, Stockton; KROW, Oakland.

The visual ads for the firm depict a cowboy strumming a guitar and singing "Echo in the Valley".

## Dr. Jayne Test

DR. D. JAYNE & SONS, Philadelphia, during the first week of May started a test campaign of ten spot announcements weekly for its tonic pills in four widely separated markets. Stations are WHP, Harrisburg; WBOW, Terre Haute, Ind.; KGNC, Amarillo, Tex., and WOOD-WASH, Grand Rapids. Joseph Katz Co., New York, handles the account.


**WAR NEWS**

**Thousands of persons within 150 miles of Shreveport depend on complete UNITED PRESS worldwide news reports averaging 15 periods daily 5:30 A.M. to 1 A.M.**

**50,000 Watts**

A SHREVEPORT TIMES STATION

**KWKH**

Represented by The Branham Co.

CBS

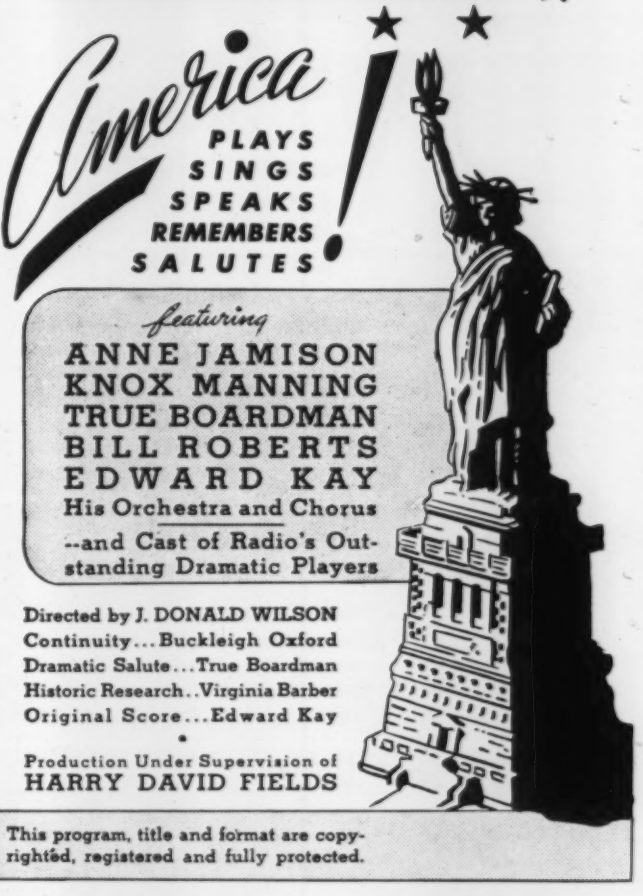
Shreveport Louisiana



HARRY DAVID FIELDS

presents

**"THE AMERICAN PANORAMA"**



*America* PLAYS SINGS SPEAKS REMEMBERS SALUTES!

*featuring*

ANNE JAMISON
KNOX MANNING
TRUE BOARDMAN
BILL ROBERTS
EDWARD KAY
His Orchestra and Chorus
--and Cast of Radio's Outstanding Dramatic Players

Directed by J. DONALD WILSON
Continuity... Buckleigh Oxford
Dramatic Salute... True Boardman
Historic Research.. Virginia Barber
Original Score... Edward Kay

Production Under Supervision of
HARRY DAVID FIELDS

This program, title and format are copyrighted, registered and fully protected.

266 QUARTER HOURS

were bought by participating national advertisers in the KMBC Happy Kitchen in '39..

✓

Beulah Karney sold ScotTowels, Pond's Danya, Maca Yeast, Kellogg's All-Bran, Maytag Washers, Calavos, Knox Gelatine, Swift's All-sweet Margarine... and many others!

✓

Free and Peters can give you the details on this popular program that reaches the tremendous daytime audience of KMBC at ridiculously low cost!

✓

...There are some swell spots opening up, very soon!

✓

KMBC
OF KANSAS CITY
FREE & PETERS, INC., Nat'l Reps.

# Canada Restricts Newscasts

(*Continued from page 16*)

mission will be granted; (3) stations now taking Transradio, whether by wire or by shortwave, will not be permitted to continue after July 1.

The Canadian Press has for some time had under consideration the question of sponsorship of news, similar to that being undertaken by the corresponding U. S. organization, Associated Press. It is learned on the highest authority that this question will be taken up at the resumed Canadian Press annual meeting at Toronto June 24, but the same authority states it is unlikely that CP will allow the sponsorship of its news on the air since the majority of CP members are not in favor of such a move.

### CAB Advises Members

The CAB has informed its members of what protective action each should take insofar as cancellation notice is necessary on contracts with the two news services. It is not expected any station in Canada will be without a sponsored news service for a single day. The CBC station relations department notified all broadcasters of the new regulations on June 5, and informed them of procedure required to obtain new permissions for commercial newscasts under the new setup.

Herbert Moore, president of Transradio, is understood to have stated in a report read over CKCO, Ottawa, June 5, that the CBC regulation would be fought legally and diplomatically. The statement added that Transradio always had been prepared to obey instructions of the censor, and that it had maintained a neutral attitude in reporting war news.

### Minister Asks for Credentials

Minister of Transport Howe said in the House of Commons that Transradio News had not been prohibited in Canada but, along with the United Press, has been required to "show their bona fides" to permit continuance after June 30. [Later, however, Maj. Murray was reported as reiterating that Transradio would definitely be banned, but that BUP had been given clearance.]

"It is not my understanding," he asserted "that Transradio Press news has been prohibited. The matter is one that was dealt with by the board of governors of the CBC at their meeting last Saturday and the information that has reached me is that both the United Press and Transradio Press have had their permits cancelled as of July 1, with the understanding that if they show before that time that their news service is accurate, new permits will be issued."

Mr. Howe then went on to point out that some news has been broadcast in Canada "in an unduly alarming form and many complaints have been received in this connection." Mr. Howe said there had been some difficulty in ascertaining the exact ownership of Transradio Press, remarking:

"The owners are believed to be two gentlemen in the United States." [From best available sources, BROADCASTING was advised that Mr. Moore and his family and associates are 75% owners of Transradio Press, and that I. D. and Dr. Leon Levy, brothers who control WCAU, Philadelphia, and own large blocks of CBS stock, own the remaining 25%.]

Referring to the question of Transradio's coverage of news originating in London, Mr. Howe indicated that the CBC is seeking information regarding the source of Transradio's London dispatches and said in conclusion: "All these matters are to be examined into and if these organizations can show their bona fides, permits will be restored."

### Moore Furnishes Data

Transradio, through its president, Herbert Moore, announced that it was furnishing the Canadian Government with full and complete credentials in conformity with the statement made in the Canadian House of Commons by Transport Minister Howe. Said Moore:

"Transradio has operated for five years in Canada and has at all times complied with official regulations. Since the outbreak of the war, the news service delivered by Transradio into Canada has conformed to the official censorship requirements and has scrupulously avoided alarmist tendencies.

"Transradio's London dispatches have always been derived from either British official sources, affiliated British organizations, or Transradio's own London representatives."

### Sees Undue Discrimination

In an earlier statement, Mr. Moore asserted that legal and diplomatic steps will be taken by Transradio to oppose the CBC order banning Transradio news on Canadian radio stations as of July 1. Mr. Moore described the CBC's action as "discriminatory, monopolistic and a deliberate violation of the spirit of Canadian-American reciprocity." He declared:

"Selfish publishing and monopolistic interests in Canada, taking advantage of the grave national crisis brought about by the war, have leagued themselves together to destroy independent news services throughout the Dominion, in complete disregard of public interest. Since 1935, when Transradio defied the Canadian publishing monopoly and made worldwide news service available to independent radio stations in Canada, these same selfish and monopolistic interests have sought to eliminate Transradio and to destroy independent news broadcasting. They failed each and every time during the past five years because the Canadian people have shown their preference for independent news broadcasts in contrast to those compiled from stale or incomplete news obtained from newspaper-controlled press services.

### Sees Wartime Subterfuge

"What could not be achieved in peacetime is now being undertaken as a wartime measure, disregarding the well-known fact that Transradio news since the war started has conformed to the spirit and the letter of all Canadian censorship regulations. The pretext has been brought forward that Transradio, being an American corporation, is a foreign news service and must on that account be banned, in spite of the fact that its news service has been neutral and impartial.

"Transradio is taking all necessary steps to protect its interests and to safeguard the interests of its clients in Canada."

---

### Seeks Dismissal of Suit

APPLICATION was made June 11 in the New York Supreme Court by Texas State Network for dismissal of the suit filed against it by Tested Radio Features, former New York company producing the recorded serial *Calling All Cars*. The company, suing for $10,438, charged that TSN had refused to pay for use of the program twice weekly for 26 weeks, following an agreement on March 29, 1939. Cohalan & Morosini are the New York lawyers handling the suit for Tested Radio. According to Milton Diamond, New York attorney for TSN, the network is seeking to have the complaint dismissed on the grounds that papers were served on Frank Fenton, former TSN employe, that TSN is not registered to do business in New York State and that negotiations had been conducted for the programs but that no binding contract had been signed.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

WBAL
means business in Baltimore

**BUSY DAYS** have resulted to Postal Telegraph and NBC employes in San Francisco since *Paul Martin's Party* started on KPO-KGO. Martin and his orchestra take the air early in the evening and offer five tunes representing different living creatures, such as robin, fox, turkey, bug. Listeners are asked to identify the animals and then write a five-word slogan using the first letters in the names of the animals, with prizes for the best ones. Answers are wired in by contestants. Tabulating wires at the Postal office are (l to r) Bob Grey, of KPO-KGO; Fred Fiorella, NBC librarian; L. J. Miller, general manager, Postal; Pacific Division; Happy Powell and H. Coplon, of Postal; Stanley Smith, KPO-KGO.

## *PACIFIC COAST IRE PLANS CONVENTION*

INSTITUTE of Radio Engineers will hold its 1940 Pacific Coast convention in the Ambassador Hotel, Los Angeles, Aug. 28 to 30, coincident with the West Coast conclave of the American Institute of Electrical Engineers.

William W. Lindsay Jr., consulting engineer, General Service Studios, Hollywood, has been appointed convention chairman by Adlen C. Packard, CBS engineering maintenance supervisor, who is chairman of Los Angeles section.

Program is now being completed for the three-day session and speakers will include Prof. F. E. Terman, Stanford U, national vice-president of IRE; Prof. A. L. Albert, Oregon State College; Prof. A. V. Eastman, U of Washington; Maj. Edwin H. Armstrong, developer of FM wide-swing transmission; W. R. David, General Electric Co., Schenectady; R. F. Guy, NBC.

Television Engineers Institute of America, headed by G. H. Seward as president, will hold its first convention in Hollywood Aug. 22-24. Sessions will be held in the Roosevelt Hotel, and committees are being appointed.

### Kruschen Test

E. GRIFFITHS HUGHES Ltd., Rochester, on May 20 and 22 started a test campaign for Kruschen Salts using one-minute transcribed announcements five times weekly on KDYL, Salt Lake City, WOAI, San Antonio, and KMBC, Kansas City. More stations may be added later. Agency is Erwin, Wasey & Co., New York.

### To Syndicate Johannes Steel

RADIO ATTRACTIONS, New York, has announced that, effective July 1, the commentaries by Johannes Steel, noted news analyst, will be syndicated five times weekly as quarter-hour programs for subscribing stations. Distribution plan provides for Steel to record his talks daily at 6 p.m., based on last minute news dispatches arriving at NBC, New York, these recordings to be shipped daily to stations for broadcast the following day. The stations may offer the programs to sponsors without restriction. Mr. Steel currently broadcasts on WMCA, New York, under the sponsorship of Modern Industrial Bank, New York.

## Networks Plan Programs At NEA Summer Session

CBS has arranged a series of special broadcasts in connection with the annual summer convention of the NEA, to be held in Milwaukee June 29-July 4, with Sterling Fisher, CBS director of education, in charge of activities. The regular *People's Platform* program on June 29 will feature education and radio with NEA school teachers as guests of Lyman Bryson, chairman of the CBS Adult Education Board, who also will broadcast an address to the conference on "The Place of News in Radio Education".

Two demonstrations of the CBS *American School of the Air* program will be staged at the convention July 2 and 4, under the direction of Mrs. Lavinia S. Schwartz, CBS midwest educational director. Judith Waller, director of education for NBC's central division, will represent NBC at the convention, and the network will broadcast two special programs July 1 and 3.

GROSSET & DUNLAP, New York, has published the first of a projected series of books about *Don Winslow of the Navy*, based on the adventure strip and radio serial originated by Frank V. Martinek. The second book of the series is scheduled for September publication.

## PM Starts Spot Series On New York Stations

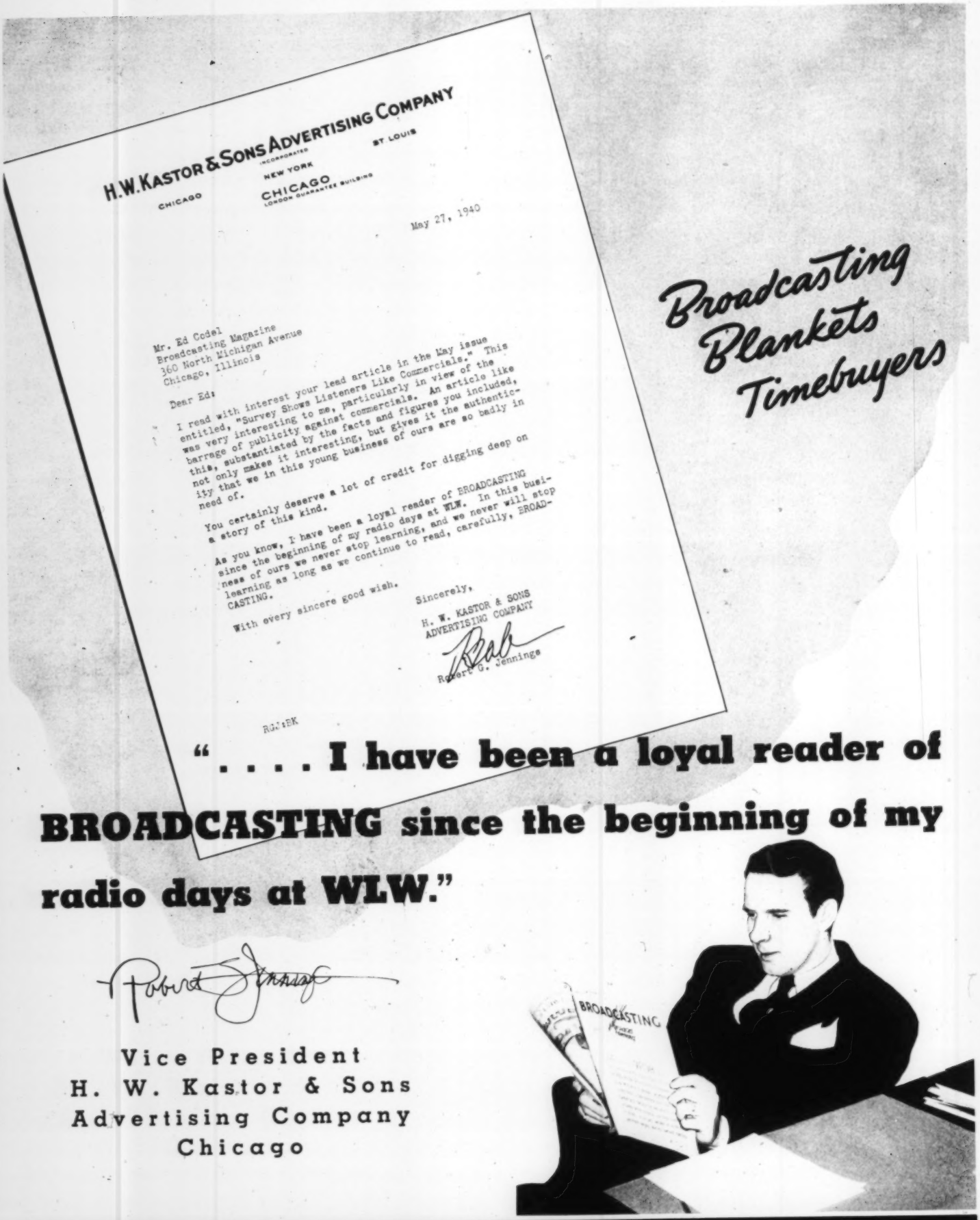
PUBLICATIONS RESEARCH Inc., New York, which begins publication June 18 of *PM*, new five-cent daily New York newspaper, on June 3 started promotion of the paper with 14 announcements weekly on four New York stations. WEAF and WJZ are broadcasting weather and temperature announcements twice nightly; WOR carries temperature reports and WABC time signals.

Compton Adv., New York, agency handling the *PM* account, has also arranged for a series of daily programs on WABC, New York, to start June 17 in the 5:30-5:45 p.m. period immediately following the station's baseball broadcasts. The programs will feature Stanley High, magazine writer, discussing the material published in *PM* from day to day, and will fill in the quarter-hour up to 5:45 p.m. if the games run beyond 5:30.

Three special promotion broadcasts also have been arranged by *PM* prior to the publication date. An editorial conference on *PM* plans and policies was presented June 7 on NBC-Blue with Ralph Ingersoll, editor and publisher, and his other editors participating. The June 13 broadcast of *Vox Pop*, sponsored on CBS by Penn Tobacco Co., was devoted to *PM*, with Parks Johnson and Wally Butterworth interviewing the paper's editors direct from the paper's city room. The final staff meeting with Mr. Ingersoll on June 17 will be covered by WOR's special features division 10:45- 11 p.m., with Dave Driscoll conducting a discussion among the editors.

Sure—flip a coin to decide which movie to see, to settle your vacation plans, to solve your car-buying dilemma . . . but DON'T leave it to chance in determining how you market your product! THOUGHTFUL SELECTION . . . not accident . . . will naturally lead you to use WPEN to reach Philadelphia's four great markets . . . . English, Italian, Jewish and Polish.

**WPEN** PHILA. 1000 WATTS


H.W. KASTOR & SONS ADVERTISING COMPANY
INCORPORATED
CHICAGO
NEW YORK
ST LOUIS
CHICAGO
LONDON GUARANTEE BUILDING
May 27, 1940
Mr. Ed Codel
Broadcasting Magazine
360 North Michigan Avenue
Chicago, Illinois
Dear Ed:
I read with interest your lead article in the May issue entitled, "Survey Shows Listeners Like Commercials." This was very interesting to me, particularly in view of the barrage of publicity against commercials. An article like this, substantiated by the facts and figures you included, not only makes it interesting, but gives it the authenticity that we in this young business of ours are so badly in need of.
You certainly deserve a lot of credit for digging deep on a story of this kind.
As you know, I have been a loyal reader of BROADCASTING since the beginning of my radio days at WLW. In this business of ours we never stop learning, and we never will stop learning as long as we continue to read, carefully, BROADCASTING.
With every sincere good wish.
Sincerely,
H. W. KASTOR & SONS
ADVERTISING COMPANY
Robert G. Jennings
RGJ:EK

*Broadcasting Blankets Timebuyers*

**". . . . I have been a loyal reader of BROADCASTING since the beginning of my radio days at WLW."**

Robert Jennings

Vice President
H. W. Kastor & Sons
Advertising Company
Chicago




LOYAL READERSHIP . . . *the key to advertising results!*

# Stations Deleting Foreign Tongues

### Action Is Taken by Several After Italy Enters War

ITALY'S declaration of war against the Allies, followed by President Roosevelt's dramatic "stab in the back" pronouncement in his June 10 radio address, resulted in quick action by a number of stations in eliminating foreign language programs.

WEBR, Buffalo, operated by the *Buffalo News* in conjunction with WBEN, announced June 11 that two morning periods of Polish and Italian programs hereafter would be announced in English. Similar action was taken by WPRO, Providence, KROW and KLS, Oakland, Cal., and KRE, Berkeley, Cal., among others. So far as could be ascertained, no New York or New England stations regularly carrying foreign language programs have as yet eliminated them.

**National Interest**

A. H. Kirchhofer, managing editor of the *Buffalo Evening News* and directing head of WBEN and WEBR, advised BROADCASTING his new policy was decided upon after President Roosevelt's June 10 plea for national unity. Announcement of the change was made to WEBR listeners in the following statement:

"Due to the importance of radio in America's national defense, WEBR today is adopting the policy of broadcasting exclusively in English.

"National defense policy and Washington opinion are that American radio stations best can serve our country in this hour by broadcasting in the common language of the United States.

"We believe all our patriotic listeners will join with WEBR in supporting this move."

KROW, through Manager Philip G. Lasky, announced that two Italian programs that have been broadcast nightly have been switched to English. Both KRE and KLS are requiring Italian language programs to convert to English.

Stephen P. Willis, general manager of WPRO, announced his station has banned foreign language programs on news of the international situation. The ruling affects one program in French and another in Italian, both broadcast daily, which had included news reports.

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CAMPBELL SOUP Co., Camden, N. J., on July 8 is renewing for 20 weeks its *Campbell Condensed News* on WEAF, New York, Mondays through Saturdays, 9-9:05 a. m. and 12:45-12:50 p. m. Ward Wheelock Co., Philadelphia, handles the account.


KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City


## Pledge of Fealty

NEARLY 100 members of the staff of WHOM, Jersey City, which majors in foreign language programs, assembled in the New York studios of the station on Flag Day, June 14, to broadcast their oath of allegiance to the American flag and sing "The Star Spangled Banner". Nine foreign language groups participated—Italian, Polish, German, Yiddish, Spanish, Greek, Lithuanian, Ukrainian, Czechoslovakian. Joseph Lang, WHOM general manager, directed the program.

## CITIZENSHIP PROBE

### FCC to Demand Actual Proof From Applicants

EMPHASIS will be placed by the FCC upon actual proof of citizenship by applicants for all types of licenses, including amateurs, operators and station-seekers, Chairman James Lawrence Fly stated June 10. Whereas heretofore a simple sworn statement of citizenship has been accepted, the Commission now proposes actually to ascertain this by requiring definite proof.

It was apparent the FCC decided upon the amateur restrictions following consultation with the military services and the State Department. On June 8 it followed up its amateur pronouncements with a warning to ship radio operators that superfluous, unnecessary or unidentified communications from ship stations to other ship or shore stations will not be tolerated and that violations will be rigidly prosecuted. Ship operators are inclined to indulge in gabfests during clear time, perhaps mentioning belligerent ships they have passed and the like.

In its announcement the Commission said International Radio Regulations specifically prohibit the transmission of unnecessary or unidentified communications and that it intends to uphold vigorously these provisions. It was thought that from time to time the FCC would supplement its "warnings" to those engaged in external communications, working in close cooperation with the military departments.

## Radio Union Transfers Headquarters to France

NEW headquarters for the Radio Control Center of the International Broadcasting Union, formerly in Brussels, have been set up in France by M. Raymond Braillard, director of the Center, according to a letter received from him by Louis G. Caldwell, Washington radio attorney. Written last month, the letter gives the new address as 107 Rue de Grenelle, Paris, but with removal of the French Government to Tours, the headquarters may have been changed again.

Mr. Braillard wrote of his difficulties in dismantling the Brussels Control Center and moving technical equipment to France during constant German bombardment. He said that work of the Center would be reestablished in a short time.

## Non-Essential Radio

(*Continued from page 18*)

amateur stations in the continental United States and licensed amateur operators and licensed amateur stations in the several Territories and possessions of the United States, or between licensed amateur operators and licensed amateur stations in the Continental United States and United States citizens authorized to operate amateur stations in the Philippine Islands or the Canal Zone, or between licensed amateur operators and licensed amateur stations in the several Territories and possessions of the United States.

It is further ordered, that all Rules and Regulations of the Commission inconsistent with this order, be and the same are hereby, suspended, pending the further order of the Commission.

This order shall become effective immediately.

**Text of Portable Order**

Text of Order No. 73, June 7, follows:

Pursuant to authority contained in Section 303 of the Communications Act of 1934, as amended,

It is ordered, that portable and portable-mobile radio station operation by licensed amateur operators and stations be, and the same is hereby, prohibited, pending the further order of the Commission; provided that licensed portable and portable-mobile amateur stations may operate on frequencies above 56,000 kilocycles at locations within the continental United States, its Territories and possessions, and provided further that during the period of the American Radio Relay League field day tests, June 22-23, 1940, this order shall not apply to communications transmitted by licensed portable and portable-mobile amateur stations participating in such tests.

It is further ordered, that all Rules and Regulations of the Commission inconsistent with this order be, and the same are hereby, suspended, pending the further order of the Commission.

This order shall become effective immediately.

**Ban on Portables Modified**

The FCC found it necessary almost daily to reconsider its actions relating to the amateur bands. On June 11, it issued one amendment and one interpretation to Order No. 73 banning use of licensed portable and portable mobile amateur stations. The amendment permits domestic communication with such equipment during a "bona fide" communications emergency when normal facilities are inadequate or non-existent, and to allow actual domestic testing and developing of this emergency use equipment on Saturdays and Sundays of each week between sunrise and sunset. This was done with the provision that notice is given at least 48 hours in advance to the Commission's inspector in charge of the district in which the domestic operation is contemplated.

Then the FCC interpreted its Order No. 73 not to apply to an amateur who changes residence and moves his fixed station equipment accordingly. The Commission explained that its rules provide that in such circumstances the amateur may file application for modified license for the new location and give notice to the Commission's inspector in charge of the district of the new location. If the station is to be located there not more than four months, as in the case of summer residents, he may give similar notice without filing application for modification of license. Having done either, he may operate his fixed station at the new location. It explained that these routine provisions of the regulations are unaffected by Order No. 73.

---

WHEN Raymond Gram Swing, MBS commentator, delivers the commencement address at Olivet College, Mich., June 16, his talk on American youth's attitude toward the European war will be broadcast on MBS and the CBC.


A WINNING COMBINATION!

★

Station

WSJS

*in*

WINSTON-SALEM
NORTH CAROLINA

*With Programs by*

NBC

(Red & Blue Networks)

*Starting*

JUNE 26

★

Second market in the busy state of North Carolina . . . in the heart of the rich tobacco growing, marketing and manufacturing area. What a buy to reach people who buy!

★

*Represented by*

HEADLEY-REED CO.
NEW YORK • CHICAGO
DETROIT • ATLANTA

# Monopoly Report an Industry Threat

## Adoption Would Require Change in Entire Network Setup

*(Continued from page 13)*

Roosevelt. Senator Tobey (R-N.H.), a persistent critic of the FCC for its failure to act on the monopoly investigation, subjected Commissioner Brown to rigid examination on the committee's work and sharply denounced the Commission for its lethargy [see page 14].

Punctuating its report with pointed attacks upon NBC and CBS, the Chain-Monopoly Committee said the record disclosed "an unhealthy predominance of the network organizations" in radio. It said this was due in large measure to the "contractual arrangements forced upon stations seeking affiliation with a network." These contracts, it held, have resulted in grossly inequitable relations between networks and outlets to the advantage of the networks at the expense of the outlets.

### *Urges Changes in Network Contracts*

The committee held that many of the evils in chain broadcasting can be removed by elimination of provisions found in regular network contracts. It maintained that it had authority under the statute to "make special regulations applicable to stations engaged in chain broadcasting" to effectuate changes.

While it was known that several members of the Commission regard radio as being infected with a "curse of bigness" and that they would like to bring about a breakdown of clear channels, it had not been expected that such a recommendation would come in the Network-Monopoly Report.

The committee nevertheless said it believed that competition in radio could be enhanced by what it termed a "revaluation of the so-called clear-channel policy" whereby new stations are refused access to clear channels regardless of the service which they would be able to render and irrespective of "how small the interference to the clear channel station would be." Apparently it found a basis for this recommendation in its discovery that all but two clear-channel stations are on CBS and NBC as well as all of the high-power regional stations.

"In our opinion," the committee said, "the Commission should consider the wisdom and practicability of utilizing the clear channels so that people living in all sections of the United States can have the benefit of radio reception at present denied them." That was interpreted as a direct recommendation for clear-channel breakdown.

In dealing with such questions as licensing of networks, ownership of stations by networks, control of talent by networks, purported domination of NBC in the transcription field and listing of station stock on stock exchanges, the committee simply said that it desired to direct the attention of the Commission to these problems.

### *Would Form Basis of New Legislation*

In advocating the new licensing policy toward networks, the committee said the experience it would thus gain would enable the Commission to suggest to Congress enactment of amendatory legislation to deal with these problems "if such is later found to be necessary". The committee stated as its opinion that, in dealing with the contractual relations between networks and outlets, the potential advantages of chain broadcasting could be retained while at the same time "the abuses which have prevented many of its potential advantages from being realized can be corrected."

In recommending "reformation" of network contracts, the committee said, the "heart" of the abuses of chain broadcasting reposes in these contracts. Forced to base its mathematical deductions on 1938 statistics, because of the long lapse between the close of the hearing and submission of its report, the committee reported at length on the profit of networks and network-owned or managed stations as against those of regular affiliates.

It said point-blank that the interests of outlets "have been subordinated to the interests of the network-owned and controlled station". In one of its citations it said that of the 660 standard broadcast stations operated in 1938 some 350 were on major networks and included all of the high-powered stations. These 660 stations were owned by 460 persons but 87 of these persons owned more than one station and received approximately 52% of the total business of all commercial broadcast stations.

NBC and CBS in 1938 owned or controlled 23 stations, of which 15 were 50 kw. clear channel outlets. "The predominance of network ownership is evidenced by their disproportionate share of the income of the radio industry," the report said, in bringing out that of $18,-854,784 net operating income of all the stations and networks for 1938 nearly one-half or $9,277,352 went to NBC and CBS.

### *Alleged Arbitrary Practices Cited*

As examples of arbitrary and inequitable practices of the networks in relation to affiliated stations, the committee stated:

"The provision that non-network rates for national advertising business cannot be less than those of the network prevents the outlet station from entering into a healthy competition for advertising business.

"The provisions of the contract concerning the free use of the first converted hours (a nighttime hour or its equivalent in two daytime hours operation), combined with low initial compensating rates for the next hours, results in an inequitable distribution of proceeds from network broadcasting. Whereas Columbia and National had aggregate network time sales of $44,-313,778 for 1938, they paid to the 253 independently controlled stations on their networks only $12,-267,560, approximately one-half of which was paid to 25 of these stations with a relatively strong competitive position based on the need of the networks for their particular facilities.

"Moreover, the contracts generally cover periods of time far in excess of the period for which the station is licensed and bind the outlet to network policies far beyond the expiration date of the license."

The committee found these "arbitrary contractual arrangements" further reflected in the program policies of the networks, adding:

### *Program Domination By Agencies Claimed*

"Outlet stations are required by their contracts to accept all commercial programs sent by the network organizations unless they are able to prove to the satisfaction of the networks that a particular program will not serve public interest. Since the outlet stations have only general advance knowledge of the content of the program, they have come to accept whatever the network chooses to forward to them.

"Furthermore, approximately 90% of the commercial programs sent by network organizations are produced by advertising agencies, so that the delegation of program responsibility by the licensee is carried one step further.

"The provision that the outlet station cannot accept programs from any network other than the one to which it is bound by contract deprives the station of profitable business and the listening public of programs for which there is a demand.

"The practice of requiring stations to set aside all or a major portion of their broadcast time for the utilization of the networks, regardless of whether such time is used or not, places an undue burden upon the outlet station and lessens the ability of the station to serve the local needs of the community."

### *Sees Violation in Management Contracts*

Alluding to management contracts entered into by networks with certain affiliated stations, the committee said that these constituted violation of Sec. 310(b) of the Communications Act. It pointed out it had already "taken cognizance of these problems" and is investigating these contracts.

Crediting NBC on its dual network operation, the committee said the manner in which the Red and the Blue are operated is regarded as evidence of the "complete dominance" of the affiliated stations and is also "one of the most inequitable by-products of these contracts." It pointed out that these contracts do not specify whether the affiliate is to be a Red or a Blue outlet.

"By virtue of this factor," said the report, "National has the power to determine the economic fate of many of its outlets by arbitrarily assigning to the prosperous Red Network or to the unprofitable Blue Network."

Hitting at CBS and NBC talent contracts, the committee said this has the effect of limiting the efforts of much of the best talent to network programs and of arbitrarily restricting programs of independent competing stations. It claimed that the two networks between them control about 800 of the best artists in the broadcast and concert field.

Alluding to NBC as a dominant

**FRONT PAGE NEWS** via facsimile is demonstrated by RCA at the New York World's Fair through the cooperation of the *New York Post*, which has assigned two rewrite men to the task of selecting and condensing the day's news for the miniature front page, 8½ by 12 inches, which the new high-speed facsimile system turns out every ten minutes, more than twice as fast as was possible with last year's equipment.

# More Business-Baiting: The 'Monopoly' Report—*An Editorial*

YET ANOTHER example of the "giant-killer" complex that seems to be motivating the FCC, is its Network-Monopoly Committee's report. Without for a moment maintaining that the networks are above reproach in their dealings with affiliates, but mindful of the fact that like Topsy and like radio itself they "just grew" and are still in the growing stage, we feel that the report is an attempt to bring about a wholesale upheaval of broadcasting as a business and as a public service. If all the committee says is true, and if the evils are as rife as the long series of indictments imply, then the networks might as well fold their tents and steal silently and abjectly away. And the broadcasters generally had better resign themselves to an era of unbridled regulation and bureaucratic control, including rate regulation, limitation of profits and perhaps worse.

If the report was calculated to enhance public and official esteem of the Commission, we predict it will fail. Masquerading in spots as the benefactor of the little fellow, but throughout finding very little to praise in the present system, the committee lashes out at bigness apparently for its own sake. Curiously enough, it come at a time when the networks and their affiliates are winning kudos on all hands, even from the highest Administration circles, for the magnificent public service they are currently rendering during a world crisis. Even more curious is the fact that such outright business-baiting of a legitimately thriving industry should come at a time when everyone, especially the business man, is in a veritable state of jitters which the political rulers are already seeking to allay in view of the war and the impending elections.

To us it is manifest that the report represents an outcropping of deep-seated yet unstudied prejudices; at least, it is apparently written as a reply to what the more vocal Congressional business-baiters want rather than what the facts show.

Not a single definite recommendation or straight line of policy is laid down. The report says, in effect, that Congress should "just leave the problems to us; we have the power, and we can handle everything." That the Commission has authority over business contracts may be doubted in view of the recent Sanders case decision of the U. S. Supreme Court. That neither the public, the courts, Congress nor the Administration itself will hold with the extreme views set down, we are reasonably confident.

There may be something to some the factual data put into the records by the committee; for example, the point that the networks compete with themselves by operating transcription companies. But certainly Congress did not intend, nor do stations want the FCC or any other governmental agency to write or stipulate business contracts—let alone tell them what outside businesses they may or may not engage in, another phase looked upon askance in the report. Once Government does, the radio operators might as well surrender the entire conduct of their business to Uncle Sam's political agents.

Space does not permit an analysis of each of the indictments, which so far represent the views of only three men, but one important point deserves special notice. It relates to the alleged "shifting" of program service responsibility from station to network to advertising agency to program producer, as stated in the report. Yet the simple fundamental fact is overlooked that even the FCC should know: All stations reserve the right to reject either commercials or sustainers, and they do it consistently. The *Pot o' Gold* case, of unhappy Commission memory, and the recent Communist programs are shining examples.

When President Roosevelt, faced with the war emergency, needed man power to steer the nation's defense program, he did not turn to politicians. Instead, he picked top men in their respective fields—men like Knudsen and Stettinius and Budd. They are all experts, business men whose devotion to their country cannot be questioned and who never hesitated when the call to public service came. We can only wish that the same attention would be paid to the selection of men cloaked with the responsibility of regulating and guiding a vital art and industry like broadcasting.

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factor in electrical transcriptions, the report said it has "gained great competitive advantages in this field from its position in radio broadcasting and that its transcription activities have, in turn, buttressed its position in the radio broadcast industry." The committee said it felt that such domination reacts to public disadvantage by penalizing independent stations not on the networks which must make frequent use of transcriptions. Approximately half of all commercial transcriptions sold by NBC in 1938 were broadcast by stations on its network, while less than one-fifth were broadcast by stations on CBS and MBS, it was stated.

### *Compares Time Sales Of M & O Stations*

As example of the "dominant position" occupied by stations owned and directly controlled by networks as distinguished from affiliated stations, the committee stated:

"The 23 stations owned or controlled by Columbia or National had one-sixth of the total time sales for all 660 stations.

"The amount paid by Columbia and National from network time sales to their 23 owned stations was nearly one-third the amount received from all three major networks by 327 independently controlled stations on the networks.

"Of non-network business sold to national advertisers, the 23 stations had one-seventh of the amount for all 660 stations.

"Of purely local business, the 23 stations had one-twelfth of that for all 660 stations.

"The net operating income of the 23 stations was nearly one-third of the net operating income of all 660 stations.

"The net operating income of the 23 stations was more than one-half of the net operating income of the 327 independently controlled stations.

"While 310 stations not on major networks lost $149,000, the 23 owned or controlled stations had net operating income of $4,958,289.

"The 23 stations broadcast sustaining programs for approximately 50% of their time, while the 327 independently controlled stations broadcast sustaining programs for approximately 70% of their time."

### *'Sideline' Ownership Of Stations Reviewed*

The committee concluded that stations owned by the networks are in a favored position compared to independently controlled stations on commercial programs. The independent stations do not reach the network advertiser directly but only through network for time sales, it was held. Therefore, they have no voice in selling time to network advertisers "and must rely absolutely upon the network sales force". As between two stations serving the same area, "self-interest determines the extent to which the network sales force will undertake to influence the choice of the network advertiser in favor of the network owning or controlling the station."

The committee then took a potshot at "sideline" ownership of stations. Pointing out that broadcasting is the fastest growing source of advertising revenue in America, it said that unlike other big business enterprises it is not the chief activity of its owners. More and more applications for new stations show the applicants to be persons of other large business interests, it stated. Following this premise, the report said two-thirds of the nation's standard stations are operated "as incidental to other businesses". It declared that in many cases actual owners do not personally operate them, and that in addition to the operation of approximately 300 stations by newspapers, 125 other stations are operated by businesses of various kinds.

Two-thirds of all standard broadcast stations are licensed to corporations or are under their control, the report said. It added that examination of the minutes of meetings of directors of these corporations for 1938 indicated "the surprising fact that no consideration was given to the operation of the stations in the directors' meetings of some 80% of the corporations." Many of the largest corporations which control stations are themselves controlled "through proxy voting by a very small number of persons, who themselves hold no material ownership interest in the companies", the report states.

### *Ownership of Stations Further Analyzed*

Cited as an example was RCA, which owns NBC. The report said it is controlled by "three persons who between them own only 5,829 shares out of a total of 9,864,502 voted by them."

Further analyzing ownership, the reported listed:

(a) Forty-one owners controlling stations which have 33% of the revenues of all stations.

(b) Thirty-five owners controlling stations which have 10% of the revenues of all stations.

(c) Eleven owners controlling stations which have 15% of the revenues of all stations.

(d) Three hundred and seventy-seven owners controlling stations which have 42% of the revenue of all stations.

### *A Discovery: Agency Programming*

Shifting of program responsibility from station to network to advertising agencies was discovered by the committee. It pointed out that networks are not licensed by the Government and that the Communications Act fixes responsibility upon station licensees for operation in the public interest. In practice, however, it was contended, the record shows that the responsibility discharged by the licensee engaged in chain broadcasting is reduced simply to the matter of selecting the network with which the station is to be associated. After the station becomes an outlet the matter of selecting programs, accepting advertising material and in general the broadcasting of programs by the station insofar as network operations are concerned is placed in the control of the network. The network in turn, it was argued, passes

*(Continued on page 84)*

# Two More Texas Deletions Advised

### KSAM, KAND Found to Be Controlled by Rev. Ulmer

TWO additional Texas stations in which Rev. James G. Ulmer allegedly held undisclosed ownership, were recommended for deletion June 4 in a preliminary report submitted to the FCC. The stations are KSAM, Huntsville, and KAND, Corsicana, on which hearings were held in Texas in March and April by Commissioner George H. Payne.

All told seven revocation proceedings against Texas stations have been instituted by the FCC. On May 16 the FCC adopted proposed findings under which licenses of KNET, Palestine, KTBC, Austin, and KRBA, Lufkin would be revoked, based on recommendations of Commissioner Payne following hearings. All involved Dr. Ulmer, the commissioner contending that parties who filed for the application in most instances were "dupes" of the minister-broadcaster [BROADCASTING June 1].

#### Newspaper Attack

The *Tyler* (Tex.) *Journal* in a lead editorial June 7 came stoutly to the defense of Dr. Ulmer and took Commissioner Payne to task. Attorneys for Dr. Ulmer, the editorial pointed out, attacked Commissioner Payne because of his "methods, manner and demeanor".

After quoting from the Ulmer reply briefs in which the commissioner was upbraided, the paper's editor stated that he had known Dr. Ulmer a long time and was inclined to "agree with his attorneys in their answer to the Commissioner's findings." He added that he did not know the lives of FCC members nor attorneys but "we are willing to put the life and character of James G. Ulmer squarely by the side of any man connected in any way with the FCC or any other Commission, and we will risk our reputation on the public opinion after close personal comparison of him with any of them."

THE story of aviation will be the subject of *Wings Over America*, new Sunday half-hour series on NBC-Red which starts June 23 under the direction of Ray and Richard McDonagh of the NBC script division. Aviation experts will speak on each program.


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SYRACUSE

*New Wider Coverage*

For Your New Fall Programs

**5000 Watts - Day and Night**

*About August 1st*

Take advantage of this new increased coverage at the same low rates. Write or wire for time available. WFBL, Syracuse, N. Y.

**WFBL**

SYRACUSE, N. Y.

or Free & Peters, Inc.

*National Representatives*

**A COMPLETE** glassed front news broadcast studio scored a hit for KMPC, Beverly Hills, Cal., at the 12-day Southern California Home Show, recently staged in Pan Pacific Auditorium, Los Angeles. In addition to regular United Press news tickers, the KMPC studio was fitted with special photo murals, war maps and a specially constructed copy desk from which Clete Roberts, news editor, worked. A Trans-Lux moving screen was hooked up to a special UP ticker and news was flashed on a large section of the studio's rear wall. Two bulletin boards outside the studio were used for last minute flashes and news pictures.

# Would Outlaw Communists on Air

*(Continued from page 15)*

it to be the sense of Congress that any political party or organization which "advocates the overthrow by force of the form of Government of the United States established by the Constitution, or is subservant to a foreign government, should not be recognized as a political entity and the Congress recommends to the State Legislatures enactment of legislation prohibiting recognition of any such political party or organization on the official ballots of such State."

After scheduling of the Browder broadcast by the networks, a number of stations refused to carry it. An immediate cry for amendment of the Act ensued. There also were renewed demands for a Congressional investigation of radio.

#### O'Connor Complains

On May 31 former Rep. John O'Connor, of New York, wrote the FCC and CBS criticizing the networks for scheduling the Communist broadcast. CBS has recommended a change in law which would permit refusal of time to candidates of any political party proven to be subservient to foreign power. It maintained, however, that the law as now written requires broadcasters to give the same treatment to all qualified candidates.

Such stations as WCKY, Cincinnati, WCAU, Philadelphia, and the Iowa Network (KSO, KRNT, WNAX and WMT) declined to carry the June 2 broadcast. All three networks, however, issued statements that the broadcasts were handled in compliance with undisputed interpretations of the Communications Act. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislation originates, declared on the Senate floor May 30 that amendment of the Act to permit broadcasters certain discretionary powers of censorship should be enacted. He said he thought the Act, as now written, goes too far.

NAB President Neville Miller in a statement May 31 also observed that European developments, particularly in the light of the Browder incident, might require amendment of the political section of the Act. He pointed out that the section clearly requires stations to either exclude the candidates of all parties or to extend equal facilities to the candidates of all parties. Declaring that the rule was not made by stations but by Congress, he said Congress alone has the power to change it.

Editorial opinion generally did not protest the action of the networks, in view of the requirements of the law. Instead, the newspaper reaction was that parties known to be subservient to foreign powers should be outlawed, which would automatically take care of the radio equal treatment issue.

#### Why They Refused

In refusing to carry the Browder broadcast Leon Levy, WCAU president, said Communists are just as much a menace to this country as the Nazis. He added he would not permit the use of his station by any of these "fifth columnists".

L. B. Wilson, president of WCKY, said that while his station sympathized with the position of CBS, he nevertheless believed that it was not the intent of the law to force American radio to give "aid and comfort to the enemies of our Republic". He pointed out that Browder was now under indictment for alleged violation of Federal law and had "publicly admitted taking orders from a foreign power". He added the Communist party is not legally recognized under the laws of Ohio.

Luther L. Hill, manager of the Cowles stations, stated that in the interest of public service he thought it best not to schedule the Browder programs. The looked-for opposition from Communists in the State, however, was not forthcoming. There was not one telephone call opposing the Iowa Network's stand, he said.

Rep. Cox (D-Ga.), on June 3 assailed the networks in a speech on the House floor for their contention that they were compelled by law to carry the Communist proceedings. He declared his analysis of the Act showed no such provision. Demanding that the networks be investigated by Congress, he declared it was too late in the session to undertake such a probe but suggested that the House should launch it early in the next session.

Rep. Cox attacked David Sarnoff, RCA president and NBC board chairman, for being "a close associate of the brother-in-law" of Soviet Premier Molotov. He did not elaborate on this allegation. Rep. Cox also charged that Mr. Sarnoff "inspired the editorial 'Public Enemy No. 1' in a recent issue of *Collier's*".

#### A Technical Point

Nathan Boone Williams, Washington attorney, declared June 11 it was his view that no radio station is under legal compulsion to allow any person to use its facilities merely because either he says or someone else says for him that he is a "candidate" for the office of President or Vice-President. He contended that under the statute there is no such person known as a "legally qualified candidate" for these offices, since they are filled by electors chosen at national elections.

While it is known that these electors will vote for a particular individual for these offices, they are not legally bound to do so, he contended. When Congress passed Sec. 315 of the Communications Act and used the term "legally qualified candidate", according to Mr. Williams, "it certainly had knowledge of both the Constitution and its own recent legislation defining the term 'candidate'."

# *RUDOLPH IS NAMED TO WLW POSITION*

JOHN F. RUDOLPH, executive in the wholesale drug firm of McKesson & Robbins and its predecessors for 33 years, will join WLW, Cincinnati, July 1 as coordinator of all merchandising and sales promotion activities. In addition, he will be in direct charge of WLW's trade relations. He has been in charge of the Cincinnati division of McKesson & Robbins for the last 10 years.

**Mr. Rudolph**

Addition of Mr. Rudolph to the executive staff of WLW is in line with an increased budget set up this year for the expansion of educational work in the retail trade field. He will assume executive direction of both the present sales promotion department, headed by William Oldham, and the merchandising department, headed by Miss Beulah Strawway. They have been reporting direct to Robert E. Dunville, general sales manager, to whom Mr. Rudolph will now report.

One of his first undertakings will be expansion of the present setup in WLW test stores. Several major projects are being prepared, details of which will be announced about Sept. 1.

#### FM New York Office

FM BROADCASTERS Inc. has set up a New York office at 52 Vanderbilt Ave., under the direction of Dick Borrance, formerly of WOR, Newark. Telephone is Murray Hill 4-7201.

ROY COLLINS, colored page boy of WOR, Newark, is the composer of the song "Can't Get Those Blue From My Soul", which Milton Kaye featured recently on his *Clarion* program on WOR. Collins has had two other songs broadcast on MBS.

### World History

WORLD Broadcasting System is recording for posterity and for rebroadcast use by its 200 affiliated program service stations many of the important speeches being made by the nation's leaders during the present world crisis. The recordings include the President's May message to Congress on armament appropriations, his fireside talk on May 26, and the talk by former President Herbert Hoover on May 27.

## FM Demonstration

(*Continued from page 20*)

may be made for the next three years it is bound to be exceeded."

The station men, many of whom had not previously witnessed an FM demonstration, showed great interest and kept Maj. Armstrong and Mr. Gunther answering questions about the location and power of transmitters necessary to give FM coverage of their individual markets.

#### Those Attending

Those attending the demonstration were:

Arnold Nygren, WFIL
Dale McLaughlin, WGNY
H. N. Cassill, WGNY
B. T. Whitmire, WFBC
L. W. Milbourne, WCAO
M. L. Jones, WCAO
C. T. Lucy, WRVA
D. C. Woods, WRVA
J. W. Robertson, WDBJ
P. P. Allen, WLVA
F. Rochrenbeck, WHN
Paul Fielding, WHN
H. R. LePoidevin, WRJN
Jack Heintz, WCBS
L. G. Pefferle, WCBS
Clifton Foss, WLTH
Miss Hyla Kiezales, WOV
Ralph Nardella, WOV
L. W. Berne, WCNW
Arthur Faske, WCNW
H. N. Cocker, WTEL
E. D. Hibbs, WTEL
L. M. Biederman, WTEL
H. Wheelahan, WSMB
N. L. Wilson, WAWZ
E. D. Smith, WAWZ
J. E. Thayer, WWNC, and son
F. B. Hales, WBRY
N. A. Thomas, WDOD
J. E. Mathiot, WGAL
James L. Spates, WHAI
James Gavigan, WHAI
E. J. Gluck, WSOC
Frank A. Headley, Headley-Reed Co.
Robert Green, Bryant-Griffith & Brunson
Frank I. Coyle, Bryant-Griffith & Brunson
Jack Leonard, Sao Paulo, Brazil
D. Berne, Ad Auriema Inc. (exporting)
L. H. Gilbert, WNBF
L. H. Stants, WNBF
George Hedy, WJBO
H. V. Anderson, WJBO
W. K. Dorman, John H. Perry & Associates
H. Hatchette, John H. Perry & Associates
G. H. Brewer, WJEJ
G. C. Crilley, WJEJ
E. Chappell, WGNY
W. Dunkelbarger, WGNY
Fred Dodge, WFIL
James Allan, WFIL
Dick Dorrance, FM Broadcasters Inc.
J. R. Poppele, WOR
M. Clark, WHEC
P. V. Collison, Stromberg-Carlson Co.
F. Hinkle, WHBC
J. H. McGillvra, J. H. McGillvra Co.
J. G. Keyworth, WELI
M. S. Kellner, Katz Agency
R. Woodward, Free & Peters
T. R. Kennedy, *New York Times*
E. L. Bragden, *New York Sun*
Maury Long, BROADCASTING
Bruce Robertson, BROADCASTING
A. J. Kendrick, WBS
Charles Lauda, WBS
T. P. Dewhirst, WBS
K. Johnson, WIBX
J. W. Shulte, WSTP
James Parker, CBS
Cal Kuhl, J. Walter Thompson Co.
Keith Henney, *Electronics*
Don Fink, *Electonics*
J. Bogart, *New York Herald-Tribune*
C. R. Banks, American Airlines
F. S. Randall, TWA
D. C. Alcorn, WBNX
Dr. H. L. Wilson, WBNX

## Beaux Arts Competition Yields 120 Designs for New WE Transmitters

FINAL results of one of the most successful architectural competitions ever offered by the Beaux Arts Institute—for a new 1 kw. broadcast transmitter design—will be announced June 19 at a special preview given by the board of trustees of the Institute in New York. The contest was sponsored by Western Electric Co. in collaboration with the Institute, and it is expected the winning designs will be employed by the company in new transmitter models.

The contest was open to students of American architectural schools, with some 120 entries submitted, including many pen and ink sketches, four or five color drawings and three-dimensional models. Almost without exception the students chose a modern motif.

Judges were Ralph Walter, Jacques Ely Kahn, Alfred Fellheimer and J. Andre Fouilhaux, leading American artists, and J. R. Poppele, WOR chief engineer. The prizes donated by WE were $250 first prize, $100 second prize and $50 third prize. Following the preview a selection of the best drawings will go on display at Rockefeller Home Center, New York, for two weeks. It also is expected they will be displayed at the NAB convention in San Francisco Aug. 4-7.

### Du Mont Station to N. Y.

ALLEN B. DUMONT Laboratories has moved its 50-watt experimental television transmitter from Passaic, N. J. to New York and will shortly begin making field strength tests from the location of its 1,000-watt transmitter at 515 Madison Ave. Work on the new transmitting apparatus is proceeding rapidly, according to Mortimer W. Loewi, vice-president, and installation will begin as soon as the city building supervising officials have approved the erection of the transmitting antenna. Mr. Loewi, who returned to New York June 12 from Florida, said that his company is receiving more orders for receivers than it can keep up with, adding that they are chiefly from restaurants and taverns rather than from private individuals for home use.

ONE of the first systems of two-way FM communications for police service has been installed in Douglas County, Neb., with remote control of the 25-watt General Electric FM transmitter at Clearview exercised from the sheriff's office in Omaha.

J. L. Kaufman, WFBM
Roy Thompson, WFBG
A. G. Belle Isle, WSYR
R. W. Hoffman, WHFC
L. C. Smeby, NAB
F. W. Boettcher, WHN
A. Sinsheimer, Peck Adv. Agency
E. Bishop, WGH
Paul F. Braden, WING
R. B. Woodyard, WING
John Demsky, WBRE
Charles Sakoski, WBRE
H. M. Biele, AP
Hoyt Wooten, WREC
Tam Bixby, WBIX
Tam Bixby, Jr., WBIX
J. S. Perry, Jr., WCOA
Perry Esten, WENY
W. H. Wood, WMBG
E. Godfrey, WBAB
Guy B. Robinson, Yankee Network
R. Aylor, WGH
Frank N. Hartz, Detroit Edison Co.
Charles Singer, WOR
P. Hedrick, WSJS
George Storer, Fort Industry Co.
Major E. H. Armstrong, W2XMN

REL executives and representatives were Charles M. Srebroff, Frank A. Gunther, Salvatore A. Barone, Gustavus Reiniger, George Papamarcos, Russell A. Berg, Joseph Vondrasek, Marian Wade, Vera Kulich, Margaret McKnight, Edward R. Phillips, Joseph L. Dalton, Harry Quist and Herman Mitchell.

**Write for Information**

Our engineering staff will be pleased to assist you, without obligation, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower.

For years, behind laboratory doors and in guarded field tests a new radio development was taking place. Today FREQUENCY MODULATION is a proven fact with a far-reaching effect on the entire broadcasting industry. LINGO is proud to have pioneered in the FM field . . . proud that MAJ. E. H. ARMSTRONG uses several LINGO TURNSTILE ANTENNAS at W2XMN, Alpine, N. J. These patented antennas are now available to YOU, specially designed for each FCC application for installment on buildings and supporting towers. No guesswork or vague theories go into the designing of LINGO TURNSTILE ANTENNAS. Our years of pioneering in this field enables us to furnish complete turnstiles comprising of the essential tubular steel mounting pole, elements, insulators, wires, bands, etc.

**JOHN E. LINGO & SON, Inc.**

*Established 1897*

*Licensed Manufacturers of Patented Turnstile Antennas*

DEPT. B-615 CAMDEN, NEW JERSEY

**LINGO** VERTICAL TUBULAR STEEL RADIATORS

# Directors Named, BMI Lauded by Districts of NAB

FOUR NAB district directors—John A. Kennedy, WCHS, Charleston; John J. Gillin Jr., WOW, Omaha; Herb Hollister, KANS-KFBI, Wichita, and Gene O'Fallon, KFEL, Denver—were reelected at district meetings during the first two weeks in June.

At all of the district meetings BMI was given confidence votes, after NAB and BMI executives outlined the scope and function of the operation. Carl Haverlin, public relations director of BMI, at each of the sessions outlined the objectives of the wholly-owned music subsidiary.

Other activity at the meetings included recommendations that the NAB study the whole matter of Daylight Savings Time and its effects upon programs and commercial phases, establishment of a unit plan of volume measurement for the industry, dealer cooperative advertising and consumer cooperatives. NAB President Neville Miller attended the District 10 meeting at St. Louis June 8 and the District 9 meeting at Wichita June 9. C. E. Arney Jr., assistant to the president, attended all four sessions.

At the District 14 meeting (Colorado, Idaho, Utah, Wyoming, Montana) in Salt Lake City 19 of 24 member stations were present and unanimously passed resolutions endorsing Broadcast Music Inc. and praising its progress and accomplishments. Four stations—KVOD, Denver, KYDL, Salt Lake City, KIDO, Boise, and KEUB, Price, Utah—signed BMI subscriptions.

Earl Glade KSL, member of the NAB Code Compliance Committee, made a strong appeal for industry support of Code provisions, especially on controversial issues. Part of the all-day meeting was devoted to sales discussion, with Walt Wagstaff, KDYL commercial manager, presiding.

### District 4 Meeting

Guest speakers at the District 4 meeting in Greensboro included Mrs. Dorothy Lewis, national radio chairman of the Society of New England Women; Dr. J. C. Waldron, U. S. Office of Education; Mr. Haverlin and Joseph L. Miller, NAB labor relations director. Edney Ridge, WBIG, Greensboro, was in charge.

Attending the meeting were James C. Howe, WBTM; C. T. Lucy, WRVA; Philip P. Allen, WLVA-WBTM; Edney Ridge, WBIG; H. W. Wilson, WGTM; Allen Wannamaker, WGTM; O. L. Maxey, WRTD; John W. New WTAR; Bryce P. Beard, WSTP; John J. McAllister, WHKY; Wayne M. Nelson, WMFR; F. C. Todd, WGNC; Pat McSwain, WGNC; John W. Shultz, WSTP; R. P. Jordan, WDBJ; E. J. Gluck, WSOC; F. D. Kesler, WDBJ; Frank V. Becker, WTBO; Norris L. O'Neil, WSJS; J. F. Jarman, Jr., WDNC; Gill Murray, WRAL; George W. Smith, WWVA; Don S. Elias, WWNC; Wilbur M. Havens, WMBG; Robert E. Mitchell, WMBG; A. D. Willard, Jr., WJSV; J. D. Saumenig, WIS; A. E. Joscelyn, WBT; Richard H. Mason, WPTF; R. E. Penny, WBT; J. H. Dodge, WRC-WMAL; Campbell Arnoux, WTAR-WPID; Edward E. Bishop, WGH; W. D. Workman, Jr., WTMA; Edward E. Edgar, WGH.

### St. Louis Session

At the 10th District Meeting in St. Louis, 25 of 33 NAB members were present. A resume of activities of NAB, along with legislation, labor, FM, television and copyright development was given by NAB President Miller. Mr. Arney recounted tentative plans for the San Francisco convention.

Mr. Haverlin also addressed the St. Louis meeting, graphically explaining the manner in which BMI proposed to function upon expiration of ASCAP contracts at the end of the year. The group adopted a motion expressing confidence in BMI. Father W. A. Burk of WEW, St. Louis, announced subscription of his station to BMI and several other stations followed suit.

Edgar L. Bill, WMBD, Peoria, chairman of the NAB Code Compliance Committee, outlined the need for united support of the code by broadcasters. Asking for a better understanding of the code by broadcasters, his remarks precipitated a lengthy discussion on code compliance.

### Attending 10th District

Sales managers of the 10th District held a session June 8 under chairmanship of Craig Lawrence, sales manager of Iowa Broadcasting System. He offered a resolution calling upon the NAB board to approve a survey and study of the effect of Daylight Saving Time upon program and commercial phases of radio, which was unanimously adopted. Among other subjects discussed were the consumer problem, unit plan of volume measurement, dealer-cooperative advertising and kindred subjects.

Those attending the 10th District meeting were L. A. Benson, WIL; Hale Bondurant, WHO; Rev. W. A. Burk, S. J., WEW; William B. Quarton, WMT; Buryl Lottridge, WOC; Craig Lawrence, KRNT; Robert T. Convey, KWK; Mike Carmichael, KWK; Ken Church, KMOX; Bob Drohlich, KDRO; Bill Durney, WIL; Dean Fitzer, WDAF; Ray Dady, KWK; Harold Fair, WHO; L. O. Fitzgibbens, WOC; Harold Fulton, WHO; John J. Gillin, Jr., WOW; Luther Hill, KSO; Oscar Hirsch, KFVS; Charles A. Kennedy, KVFD; J. O. Maland, WHO; Cy Rapp, KMA; William Reuss, WOW; Claude Rock, WIL; R. H. Sawyer, KMA; Vernon H. "Bing" Smith, KOWH; C. L. Thomas, KFRU; "Woody" Woods, WHO; E. C. Woodward, KFNF; John Bohn, KMOX; Merle S. Jones, KMOX; Arthur Casey, KMOX; J. Soulard Johnson, KMOX; Don Searle, KOIL-KMMJ-KFAB; Edgar L. Bill, WMBD; Gomer Bath, WMBD; Milt Blink, Standard Radio.

Those attending the sales managers' session were John W. Bohn, KMOX; L. O. Fitzgibbons, WOC; Mike Carmichael, KWK; John J. Gillin, WOW; Bob Convey and Ray Dady, KWK; Charles A. Kennedy, KVFD; Bill Durney, WIL; William B. Quarton, WMT; Claude C. Rock, WIL; J. "Cy" Rapp, KMA; Don Searle, KOIL-KFAB-KMMJ; Harold Fulton and Hale Bondurant, WHO; Craig Lawrence of KSO-KRNT, Des Moines, who presided over the session.

### Wichita Meeting

At the 12th District Meeting in Wichita June 9, attended by broadcasters from Kansas and Oklahoma, a resolution was adopted advocating a thorough study by NAB of Daylight Savings Time and its affect upon program and commercial phases of radio.

Present at the meeting were: H. K. Lindsley, KFBI; Herbert Hollister, KFBI; Jack Todd, KANS; Plez Clark, KFH; Mrs. W. H. Reitz, KVAK; J. C. Denious, KGNO; K. W. Trimble, KTSW; Clem Morgan, KVGB; Ellis Atteberry, KCKN; R. J. Laubengayer, KSAL; Ben Ludy, WIBW; Milton B. Garber, KCRC; M. H. Bonebrake, KOCY; Neal Barrett, KOMA; Owen Balch, KSAL; Vernon Reed, KFH; Don Searle, KOIL; Frank Lynch, WBBZ; Mrs. Adelaide L. Carrell, WBBZ; Phil McKnight, WIBW; Ken Douglass, KTOK; Clark Luther, KFH; K. W. Pyle, KFBI; John Schilling, WHB; Nelson Rupard, WHB; Clarence Rupp, KFBI; Leroy Stokely, KFBI; Vernon Minor, KVAK; Neville Miller, NAB; C. E. Arney, Jr., NAB; Carl Haverlin, Broadcast Music Inc.; Milton Blink, Standard Radio.

# Network Report Seen Threat

*(Continued from page 81)*

onto the advertising agency the right of selection and production of these network programs. The responsibilities are shifted still further from the station when, as in many instances, the advertising agencies have passed them on to program producing agencies.

It was held that a least 90% of all network commercials are thus produced and that these programs brought the networks approximately $50,000,000 in 1938.

The committee observed: "The station licensee has very limited supervision over network programs. The protection of the listening public is thus passed from licensee to network to advertising agency to program producing agency. The responsibility for serving the public interest placed by the statute upon the station evaporates when it is so diffused."

### *Jockeying of World Series Contracts Recalled*

The committee cited the 1939 baseball World Series as an illustration of the effect of exclusive outlet contracts on particular programs. It pointed out that MBS obtained exclusive privileges for the series with Gillette Safety Razor Co. as sponsor. When it attempted to purchase time from stations under contract to other networks, CBS and NBC were said immediately to have called upon their outlets to respect provisions of their contracts.

"This prevented certain licensees from accepting a program for which they believed there was public demand and which they thought would be in the public interest," the reported stated. "It also deprived the advertiser of network advertising service in some areas and prevented the licensee from receiving income which could have been obtained from acceptance of the program series. Mutual, on the other hand, refused to allow other stations to broadcast the program in communities where it had exclusive outlets and also refused the program to stations in other communities which it considered were within the area covered by Mutual outlets. As a result, thousands of potential listeners failed to hear the World Series of 1939."

The committee contended that primary service rendered by networks is far from nationwide in scope and that "millions of persons receive no adequate network program service under existing conditions." Nevertheless, it said it believed that network duplication should be held to a minimum.

### *Desire for Profits vs. Public Service*

"The basic theory of the Communications Act is that broadcast stations shall render service to the public. Chain broadcasting is valuable to the furnishing of a complete program service. The two principal networks have compiled a record of profitable business operation, and have established themselves in a dominant position in the radio field. But, perhaps not unnaturally, the desire for profits appears to have been foremost, and unquestionably, the profit motive has operated to restrict the distribution of network service, and to deprive many listeners of the advantages of chain broadcasting service", the report stated.

"Although the major networks purport to be national in their scope, the record shows that, while they have gone voluntarily into the better markets, they have neglected the less profitable ones and, as a result, some 320 stations, including about 220 which are the only stations in their communities, remain without major network connections.

"From a financial and economic standpoint it seems clear that the network organizations occupy a predominant place in the broadcast industry which has enabled them to profit handsomely at the expense of the independently owned and controlled stations . . . It should also be recognized that there is considerable evidence in the record which indicates that from a social viewpoint the profits derived from network operations have not been sufficiently utilized for the betterment and expansion of the industry."

## Loyola U Awards

SIX radio programs and personalities were selected for recognition in the annual poll conducted by the radio department of Loyola U, Los Angeles. Awards were announced by Martin H. Work, director of the department. Awards were given the CBS *Columbia Workshop; Fred Allen Show* sponsored on NBC-Red by Bristol-Myers Co.; NBC Metropolitan Opera programs; John Nesbitt, conductor of *Passing Parade*, sponsored on NBC California stations by Bank of America, San Francisco; Thomas Freebairn-Smith, CBS Hollywood announcer.

# Conclusions of Network-Monopoly Report . . .

(*Continued from page 13*)

tailment of the scope of activity of the outlet stations.

Thus, the provisions of these contracts which forbid the outlet to accept programs from any other network, which prohibit the outlet from accepting programs from national advertisers at rates lower than those charged by the network, and which require the outlet to keep available for the use of the network all, or almost all, of its time, stifle competition and tend to make the outlet the servant of the network rather than an instrument for serving the public interest. The station is thereby rendered incapable of serving as a medium of local self-expression through the broadcast of local programs.

### Networks Seem Dominant

Similarly, the onerous burden of proof placed upon the outlet when it desires to reject a commercial network program has resulted in the almost universal acceptance of all such network programs and the delegation by the licensee-outlet of its duty to operate in the public interest. The long life of these contracts and the retention by the networks of the option of renewal, without according a like privilege to the outlet, give the chains a dominant bargaining position sufficient to enable them to dictate policies to the station licensees.

Finally, a disproportionate share of the receipts from a network broadcast is retained by the network organization under these contracts. We believe that individual and corporate licensees should be independent and successful if they are to serve fully the public interest.

### Claims Authority to Act

It is the committee's opinion that many of the evils of chain broadcasting can be removed by the elimination of certain provisions now found in the regular network-outlet contract. The committee believes that there is authority under the statute to deal with the problems raised by these contractual arrangements. Section 303(i) of the Communications Act of 1934 provides that the Commission shall "have authority to make special regulations applicable to radio stations engaged in chain broadcasting".

It is our opinion that the authority so granted by the Act includes the power to make regulations governing the contracts entered into between a licensee and a network where such contracts affect the duty or ability of licensees to operate in the public interest.

The power conferred by Section 303(i) is buttressed by the grant of authority contained in Sections 307(d) and 309(a) requiring the Commission to refuse licenses or renewals thereof unless the Commission finds that public interest, conveniece or necessity would be served by granting the license or renewal. It is our opinion, based upon the extensive investigation which we have just completed, that public interest, convenience or necessity are adversely affected by inclusion in the network-outlet contracts of many of the contractual provisions referred to above.

### Transcriptions and Talent

As the report clearly shows, the activities of the principal networks in the fields of electrical transcription and talent supply raise problems which vitally concern the welfare of the industry and the listening public. These and other network practices which have tended to restrict competition in the radio broadcast field can be eliimnated or, at least, ameliorated by a redefinition of the licensing policy of the Commission.

The problems in the chain broadcasting field are interdependent and closely related with one another and with the network-outlet contract. The elimination of arbitrary and inequitable contractual arrangements will tend to subject the networks to active competition and will render the independent station more secure within the industry, and better able to cope with the networks in all fields of broadcast activity.

The committee believes that the Commission should proceed at once to deal with these problems to the extent that Congress has given it authority in the Communications Act of 1934. In our opinion, the Commission possesses ample power under the Communications Act to redefine its licensing policy and require the elimination of inequitable and arbitrary contractual arrangements which affect the duty of the licensee to serve the public interest.

### Revaluation of Clear Channels

The committee believes that competition in the radiobroadcast field can be further enhanced by a revaluation of the so-called clear-channel policy, whereby new stations are refused acces sto clear channels regardless of the service which the new station would be able to render and regardless of how small the interference to the clear-channel station would be. The record evidences that all but two of the high-power clear-channel stations in the United States are on the Columbia and National networks as well as all the high-power regional stations.

The exclusive grant of a clear channel to a station which can only serve limited areas prevents people in other sections of the country from receiving service from stations which could otherwise operate on the clear-channel frequency. In our opinion, the Commission should consider the wisdom and practicability of utilizing the clear channels so that people living in all sections of the United States can have the benefit of radio reception at present denied them.

The committee desires also to direct the attention of the Commission to the following problems suggested by the report:

1. The necessity and advisability of requiring networks to be licensed by the Commission.

2. The ownership of stations by networks.

3. The ownership of more than one station by an individual or corporation.

4. The control of talent by networks.

5. The dominant position of National in the transcription field.

6. The difficulties involved in supervising the transfer of control of corporate licensees because of their stock being listed on stock exchanges.

The actual administrative experience which the Commission will obtain under its new licensing policy will enable it to suggest to the Congress the enactment of amendatory legislation to deal with these problems if such is later found to be necessary.

It is the opinion of the committee that through the exercise of the powers of the Commission in dealing with the contractual relations between network and outlet, the potential advantages of chain broadcasting in this country can be retained. At the same time, the abuses which have prevented many of its potential advantages from being realized can be corrected. It is the committee's belief that the excision of arbitrary and inequitable provisions from network-outlet contracts will eliminate many of the detrimental practices involved in chain broadcasting without sacrificing any of the benefits.

## Festival Draws

RADIO FESTIVAL celebrations over the country are drawing unusually large numbers of station visitors, both adults and the schoolkid listeners to whom the NAB-sponsored promotion is particularly directed. A free public picnic sponsored by KSO-KRNT, Des Moines, June 2 as part of its Radio Festival observation attracted 23,300 persons to the afternoon and evening festivities. Among other typical reports coming to BROADCASTING is the statement by WDRC, Hartford, Conn., that 10,000 persons, the greatest crowd in the station's history, visited the studios June 3-8 during Open House Week.

## Win RCA Honors

ELEVEN high school students in various parts of the country have been notified by David Sarnoff that they are preliminary winners in the RCA scholarship plan announced in early April [BROADCASTING, April 15]. The 11 winners will be brought to New York and Camden during August to inspect RCA and NBC facilities, the final winner to be selected after an examination Sept. 1. Main prize is a $4,000 scholarship to an accredited engineering college. The other contestants will receive $100 in cash prizes.

HOBBY of Bert Puckett, sports announcer of WMT, Cedar Rapids, Ia., is his "ham" station, W9DTB, with which he can send and receive both phone and code. Puckett is the rare species of announcer who can operate at the mike and the controls with equal facility. During Admiral Byrd's 1927-28 expedition he maintained a regular schedule with the South Pole, clearing 2,000 code messages, and for several months he was Byrd's exclusive shortwave operator in the United States. That was during his high school days. Even today, working at his station, he is in constant contact with commercial and amateur operators.

## Broadcasters in Florida Re-elect King President

FRANK KING, operator of WMBR, Jacksonville, and part owner of WFOY, St. Augustine, on June 9 was reelected president of the Florida Assn. of Broadcasters at its annual convention at Ponte Vedre Beach. Other officers elected were Gilbert Freeman, WTAL, Tallahassee, first vice-president; Jack Hopkins, WJAX, Jacksonville, second vice-president; Spencer Mitchell, WDAE, Tampa, secretary-treasurer; Bob Tigert, WFTL, Fort Lauderdale, Henry Wells, WJHP, Jacksonville, and W. Walter Tison, WFLA, Tampa, directors.

The association also passed a resolution approving the BMI project and accepted for membership WJHP, WFTM, WFTL, WSPB, WTSP, WDLP, WLOF and WTMC. Andrew W. Bennett, special NAB counsel on copyright, and W. Walter Tison, NAB district director, addressed the meeting on copyright and on BMI and NAB membership. Another meeting is scheduled for Orlando about Nov. 15.

## Pearson & Allen Sub

AS a nine-week summer replacement for *True or False* on NBC-Blue, J. B. Williams Co., Glastonbury, Conn., has signed Drew Pearson and Bob Allen noted Washington columnists, to start July 8 in the Monday, 8:30-9 p. m. period. The name of the program has not been arranged, according to J. Walter Thompson Co., New York, the agency in charge, but it will be reports on the inside activities in Washington, handled similarly to their syndicated newspaper column "Washington Merry-Go-Round." It is understood that *True or False* will return in the fall.

AS A WARTIME precaution, the British Government has banned all auto radios in England.

Now 1000 WATTS
(FULL TIME)

KFRO
"Voice of East Texas"

KFRO's newly increased power to 1000 watts (full time) offers the alert advertiser additional coverage in the rich East Texas Oil Field area. Reach this vast market of over 1,000,000 people, now, at low cost because KFRO rates have not been increased.

The so called "Summer Slump" is no bug-a-boo to sales in Texas' richest market, where there is a ready-made market 12 months in the year.

*For complete information consult our National Representative or James R. Curtis, Longview, Texas.*

COVER *East Texas from the* CENTER



In Chicagoland
300,000 Lithuanians
Listen and Respond to

THE LITHUANIAN HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

• • •

*for participation details, write*

SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.


# WANTED: TIME FOR TIMEBUYERS

## Last-Minute Scripts From Agencies Deplored; Clear Disc Instructions Necessary

By IRVIN G. ABELOFF,
Program Service Director, WRVA, Richmond

WITH advertising agencies increasing their expenditures for radio advertising via transcriptions, a few thoughts relative to obtaining maximum station cooperation and service on transcriptions come to mind. These thoughts and suggestions are borne out of actual incidents and experiences in our own busy WRVA program service department.

Mr. Abeloff

An advertising agency can materially assist a station in rendering that "best possible service" by getting copy and instructions to the station in *ample advance time.* This little extra time frequently enables the station to check thoroughly on the agency's commercials and instructions—to the agency's advantage. For example, one year there was an epidemic of influenza in many sections of the country. Fortunately, the WRVA radius escaped it. However, during this period WRVA received copy from an agency for a product which helped build resistance against colds, etc. The opening sentence in this copy read: "Flu epidemic hits Richmond!" The point is, this copy was received in *ample* time for the station to call it to the agency's attention and receive more appropriate copy instead. In another case, we received copy which said: "It's all right to send your child to bed without supper if he's misbehaved, but, above all, don't fail to give him his glass of Blank Product." At the time this copy was scheduled there was a city-wide conference of Parent-Teachers associations in Richmond, with prominent child psychologists visiting and making addresses on how to rear children.

### Changed the Copy

WRVA felt the proposed copy about sending the child off to bed without supper might boomerang from the widely-attended conference with adverse criticism and unfavorable comment on the advertiser. With time *available,* WRVA consulted the agency on the matter. The agency agreed with the WRVA view-point and different copy was used.

Getting copy to a station in time should be a particular point if a Monday broadcast is desired. Many stations operate on a five-day work basis, with the result that the station executive in charge of okaying scripts may not be on duty Saturday. Thus when copy is mailed on Friday from Chicago or Detroit or New York to points at least one-night-mail-service away, it is possible that the copy is not checked by the station executive until Monday, when it is scheduled. Checked, it may be that the announcer scheduled to read the copy does not come on duty until briefly before broadcast time. The announcer has only enough time for a brief scanning of the copy, and he puts it on the air best he can in view of the limited time for advance reading and interpretation. Incidentally, at WRVA the policy is to have commercial copy with the announcer for familiarizing purpose at least 24 hours in advance of broadcast time, when such copy is received in ample time.

It is to be remembered, too, that where an agency sends in only one copy of an announcement or script, the station many, for the purpose of complete service, find it necessary to have duplicates made for the production department, the control room, etc. At WRVA and at every other conscientious station all cues, tie-ins and details are considered in advance to make more effective the airing of the transcription—and, of course again, such attention to detail in the sponsor's behalf respectfully merits ample time.

Another step to assure maximum service on transcriptions from a radio station is to forward *complete, specific instructions.* Particularly is this true concerning the actual transcription-identification angle. Since such identification is required by the FCC, every alert station necessarily identifies such transcriptions at all times, in its own words if the sponsor omits the point in his own copy. Every station tries, of course, to make such identification as gracefully as possible—but why should the agency leave such a matter to a station's discretion when, by checking its copy beforehand, it can include its own words and get exactly what it wants?

The need for complete, specific instruction is all the more readily realized when it is seen how varied are the uses of transcriptions. Some transcriptions are complete with commercials and identification already recorded thereon; others must be preceded by a live announcement; or followed by one; or have one at each end inserted; or have one brought in at a certain cue. In certain cases, changed market conditions may prompt a sponsor to delete one or two commercial announcements already recorded on the transcription and substitute for these deletions commercial announcements recorded on a separate disc. These variations demand definite instructions from agency to station.

It is a pleasure to note that the larger agencies placing quantity transcriptions always submit instructions clear in all details. And, except in a few instances, have these instructions and commercials with the stations ample time in advance. Since such a policy is one of "all-to-gain-and-nothing-to-lose", here's hoping, in company with other station program service directors anxious to give maximum efficiency, that this policy is exercised by all advertising agencies placing transcriptions.

# Favorite Products Shown in Survey

FOR THE THIRD consecutive year, WQXR, New York, has made a cross-section survey of its market by mailing with its monthly program booklet a return postcard questionnaire, publishing the results in a 26-page booklet titled *WQXR 1940 Market Survey.* Of the total 11,000 cards mailed to listeners with the April program booklet, the first 2,500 returns were selected for analysis to discover the favorite products used by families in the station's audience. The survey breaks down the 2,464 products named, and shows the relative standing of 307 leading brands in the 26 classifications.

Leaders in each group are as follows: After-shave lation, Aqua Velva and Mennen; antiacid, Phillip's Milk of Magnesia and bicarbonate of soda (brand unspecified); automobile, Ford and Buick; bread, Bond and Thomas; canned vegetables, Del Monte and White Rose; cigarette, Chesterfield and Philip Morris; cleansing tissue, Kleenex and Venida; coffee, A & P and Martinson's; cola drinks, Coca-Cola and Pepsi-Cola; cold cream, Pond's and Daggett & Ramsdell's; cough drops, Luden's and Smith Brothers; domestic wine, Gambarelli & Davitto and Taylor's; electric razor, Schick and Remington; frozen vegetables, Birds Eye and Honor; ham or bacon, Swift and Beechnut; hand lotion, Jergen's and Hind's Honey & Almond Cream; kitchen soap, Ivory and Kirkman; milk, Borden and Sheffield; mouthwash, Listerine and Lavoris; pipe tobacco, Revelation and Walnut; radio, RCA-Victor and Philco; razor blades, Gillette and Schick; shampoo, Drene and Fitch; soup, Campbell and Heinz; toilet soap, Lux and Ivory; typewriters, Remington and Royal.

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A CAR thief hearing a warning from WJAG, Norfolk, Neb., about himself, stopped "his" car and ran into a field. Whereupon a farmer chased and captured him, then turned him over to the police, who immediately notified the station. The station log shows that only 20 minutes elapsed between the time of the first broadcast warning and the arrest.

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LAMONT CORLISS & Co., New York, from June 30 through July 6 will use announcements on the eight homemaking programs in which it participates on various stations throughout the country to promote Toll House cookies made from Nestle's semi-sweet chocolate. The announcements will tie in with the iced tea campaign conducted that week by the Tea Bureau, and will stress "how good Toll House cookies are with iced tea." Cecil & Presbrey, New York, handles the account.


KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

## Lone Star Chain Names James W. Pate Manager

JAMES W. PATE on June 10 was appointed managing director of the Lone Star Chain, Texas regional network with headquarters at KGKO, FORT Worth. The appointment was made by Lone Star directors Ted Taylor, KGNC, Amarillo; Tilford Jones, KXYZ, Houston; Harold V. Hough, KGKO. He succeeds Sam H. Bennett, who resigned recently to become sales director of KMBC, Kansas City [BROADCASTING, May 1].

Mr. Pate

Mr. Pate entered radio in 1933 as a salesman for KTAT, Fort Worth, and later became general manager of WACO, Waco, and KNOW, Austin, operated by Hearst Radio. The Lone Star Chain was formed in September, 1939, and includes KGKO, Fort Worth; KGNC, Amarillo, KZYZ, Houston and KRIS, Corpus Christi, in addition to KTSA, San Antonio and KRGV, Weslaco.

## Radio Lends Assistance In Red Cross Campaign

RADIO stations over the country were quicq to coperate with local Red Cross chapters in the $20,000,000 war relief drive of the National Red Cross. With networks and national sponsors coperating with spot announcements on network and transcribed programs [BROADCASTING, June 1], local stations are spearheading the drive in individual comunities.

Among stations participating were WOKO-WABY, Albany, N. Y., which on June 9 ran a 5 hour-55 minute Red Cross appeal in the late evening netting the local chapter $4,133.50, including a $500 anonymous contribution. In a 10-day drive started late in May, WTMA, Charleston, S. C., raised more than $2,200, more than a quarter of Charleston's original quota and an eighth of al money collected there. WCKY, Cincinnati, on June 15 started a series of Red Cross programs to aid in raising Cincinnati's $240,000 quota. L. B. Wilson, WCKY president and general manager, alo arranged a display of refugee news pictures to dramatize the need for relief. Boy Scouts are aiding in the broadcasts and helping at the headquarters tent erected downtown.

WBOW, Terre Haute, reported that the Terre Haute Brewing Co., sponsoring two daily newscasts, had ordered deletion of all commercials and devotion of commercial time to the Red Cross appeal.

## Roma Wine Extending

ROMA WINE Co., New York, which since May 1 has ben using 30-word evening chain-break announcements six times weekly on KQV, Pittsburgh, and WFIL, Philadelphia, is now testing live and transcribed announcements 120 times weekly on WAAT, Jersey City, and WMCA, New York, to promote the Wine Cellarete and tLa Boheme wines. More stations will be added later this summer. Account is handled in the East by Bermingham, Castleman & Pierce, New York.

## Brown Hearing

(*Continued from page 14*)

the President's sons. He characterized a statement by Commissioner Payne regarding RCA's lobbying activities, read into the record, as "very extravagant", and added, "They have never bothered me".

Senator Tobey also took the FCC to task for failing to pay any attention to certain statements made by former Rep. MacFarlane (D-Tex.) in 1938, charging RCA with monopoly. After Commissioner Brown had indicated that the statements had "never been talked of", although they had not been consciously ignored, Sen. Tobey asked, "Aren't you looking for the light? You're red-blooded fellows, not a bunch of nincompoops, aren't you?" Shortly after this exchange the Senator declared: "My opinion is that you're not fit to go on serving". He commented further that "it's a damn funny thing that Senators find these things when the FCC can't."

### Press Section Included

Chairman Wheeler entered the argument again as he went into the activities of the FCC press section, which he said probably existed "for propaganda purposes" primarily. Upon questioning, Commissioner Brown said the press section had three employes, with the chief, George Gillingham, drawing a salary of about $4,600, and two girl employees getting about $1,800 each. He commented that he did not think there was any objection to a "modest" press section.

Chairman Wheeler and Senator Tobey each recited an instance in their experience where in an overnight switch, pro-inquiry persons had changed to lobbyists for anti-inquiry companies. Sen. Wheeler finally named Oswald F. Schuette, of RCA, as one he had in mind.

Charging the FCC with support of monopolistic practices, Senator Tobey cited the transfer of WNAX, Yankton, to the Cowles interests, who already operated three stations in Iowa, the acquisition of WNAX giving them "100% control of Iowa". He also cited the case of WPTF, Raleigh, N. C., which he charged was not able to get increased facilities until it had got the consent of NBC by giving NBC an option on itself.

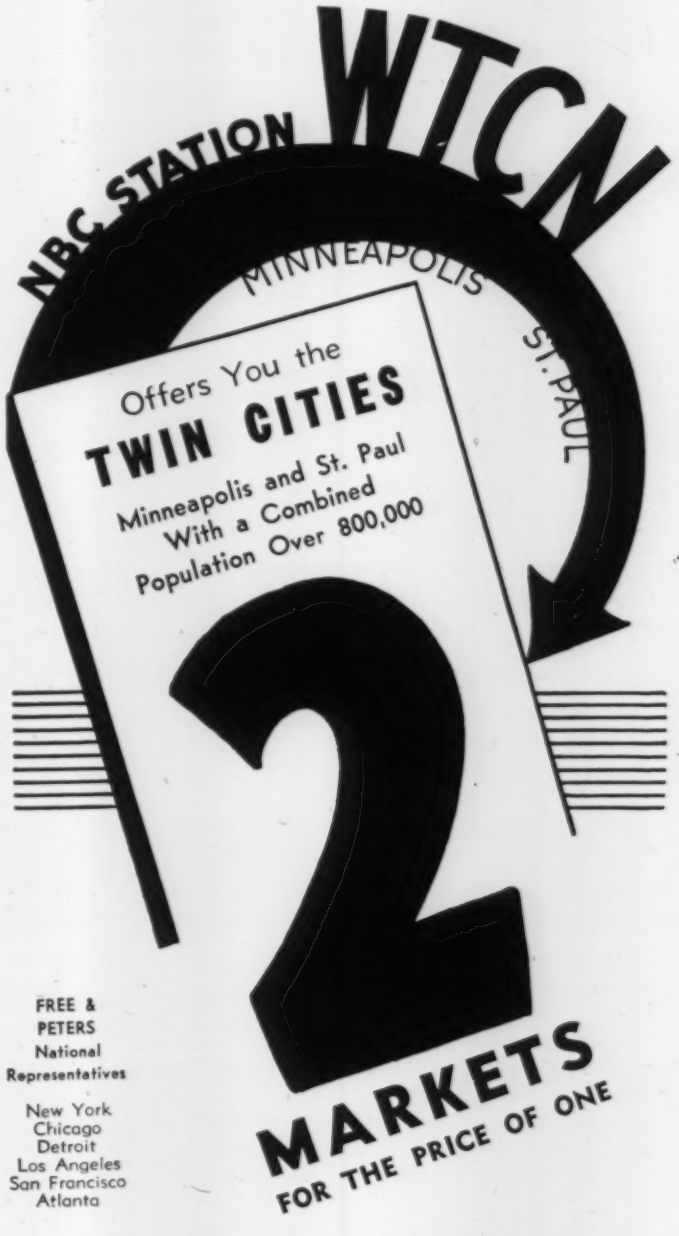
### The Good-Will Factor

Senator Gurney, pointing out that he was speaking as a former broadcaster, exhibited interest in Commissioner Brown's observations in regard to a station's worth. Conversations between these two developed agreement that running a radio station amounts to running a business, in the last analysis, and certain business methods must underlie the whole operation.

Senator Gurney pointed out that WNAX, when he was with that station, had an annual payroll of $98,000 a year, and said that during its first few years it lost as much as $50,000 annually. He also developed the point that equipment obsolesces rapidly, with new advances every year which necessarily must be incorporated into an up-and-coming station.

The value of a station is not so much dependent on what the operator does today, Senator Gurney declared, but rather on what has been done in the past. He pointed out that it takes time to build an audience, and station management must engage in a continuing process of building good-will, which with audience is the only value a station really has, since value of equipment as such is a minor factor in this consideration. With this in mind, a sale price of 20 times the physical worth is not too much, he declared.

Droning along in its final stages, the hearing wound up with a brief inquiry into stockholdings in CBS. Commissioner Brown indicated that to his best knowledge the three CBS stockholders were President William S. Paley, I. D. Levy and Dr. Leon Levy, with Mr. Paley holding the largest minority block of stock. As this fact was developed, both Chairman Wheeler and Senator Tobey declared that disposal of part of Mr. Paley's stock must be of interest to the FCC, particularly if it amounts to transfer of control or transfer of an interest to a foreign person or persons. A veiled recommendation was made that, if it could not be found out otherwise, Mr. Paley be brought before the FCC to tell to whom he had sold part of his stock. Chairman Wheeler asked that Commissioner Brown, at his reappearance before the committee, advise the Committee as to who will own certain stock sold by Mr. Paley and what will be the FCC's attitude on the transaction.


WTCN is owned and operated by the St. Paul Dispatch-Pioneer Press and the Minneapolis Tribune and Times Tribune.

## WOL Sues Wahl, Biow For CBS Quiz Program

ACTION seeking $240,500 in damages from Biow Co., New York agency, and its client, Wahl Co., Chicago, along with a permanent injunction, was filed in New York Federal court June 10 by WOL, Washington. Recovery is sought on the ground that the Wahl Co.'s *Take It or Leave It* program on CBS is similar to two programs in which WOL claims prior rights.

According to the suit, filed by H. Russell Bishop of Buckley & Buckley, Washington attorneys, WOL originated a program called *Double or Nothing* on Dec. 11, 1939, which it had copyrighted. Through William Morris Agency a contract was signed with Russell M. Seeds Co., Chicago agency, for a 13-week test of the program at $750 weekly. It is further stated that an agreement was made last April with Paul Conrad to broadcast a program owned by Conrad and titled *Take It or Leave It*, and that the program was broadcast on both WHN, New York, and WOL on different occasions. When Wahl started its program on CBS April 21, 1940, Brown & Williamson cancelled its contract, it is alleged.

## Navy Lays Restrictions On Time Signal Pickups

NOTICE to broadcast stations that, in order to meet requirements regarding rebroadcasts of Naval Observatory time signals, they must make provision for direct reception rather than through networks was given June 13 by FCC. The notice stated that on Feb. 9 announcement was made that the time signal must be obtained by direct reception from a naval transmitter and that no time may be announced as Naval Observatory time if any lag has been introduced.

Because of complaints regarding accuracy, the FCC announced that, effective June 13, any station is authorized to broadcast Naval Observatory time signals or transmit the signals received from other sources provided no mechanical relays are used and that announcement of the time signal is made without reference to any commercial activity. "Each licensee receiving the signals from wire lines should obtain and be prepared to inform any inquirers as to the actual time delay in transmitters," the FCC stated. Those requiring more accurate time signals should make provision for direct reception from naval radio stations in various parts of the country.

## To Call NAB Board

A MEETING of the NAB board of directors is planned by President Neville Miller during latter June in the light of war, copyright and other developments. Suggestions that, because of the tense war situation, the scheduled NAB convention in San Francisco Aug. 4-7 be shifted to the East, will be considered. This was done in 1939 when the shift was from San Francisco to Atlantic City. Becasue of the advanced state of preparations, however, it is not expected that the San Francisco plans will be changed. President Miller tried to get his executive committee together in mid-June but found date conflicts. No definite dates yet have been set.

# LATE *Personal* NOTES

TED HERBERT, former senior salesman of WOR, Newark, where he has been for the past seven years, on July 1 joins the sales department of WHN, New York. His brother, Ira M. Herbert, is WHN assistant sales director.

MAURICE E. McMURRAY, at one time with BBDO, Chicago, and formerly advertising manager of National City Lines, that city, has joined the sales department of WHO, Des Moines.

WELLS H. BARNET Jr., salesman of WLS, Chicago, on June 8 married Judith Ann Hunting. Mr. Barnet is the son of Wells Barnett, president of the Weston-Barnett Adv. Agency, Waterloo, Iowa.

MALVIN HANSEN, for the 1939-40 school year associated with the speech department of Iowa State U, Ames, has returned to WHO, Des Moines, as assistant in the farm news department.

WALTER SPEIGHT, salesman and special events announcer of WTMA, Charleston, S. C., is the father of a boy born recently.

ROCH ULMER, formerly announcer of KSTP, St. Paul, has joined KFI-KECA, Los Angeles.

TOM PEDEN, announcer of WIRE, Indianapolis, on June 1 married Susan Scearce.

WAUHILLAU LAHAY, formerly of KLZ, Denver, returns June 17 as continuity editor and director of women's activities, after several months in newspaper work in Kansas City. Mark Schreiber has resigned as assistant graduate manager of athletics at the U of Colorado to join KLZ as sports announcer.

JULES HACK and Jack Tish, formerly of the NBC, Chicago, guide staff, have been graduated from the NBC announcers' school and have accepted announcing assignments. Hack joins the staff of KSO, Des Moines, and Tish goes to WKZO, Kalamazoo, Mich.

WALTER MYERS, NBC eastern division salesman, has been placed in charge of all NBC political and commercial broadcasts during the current campaign.

PAUL JONES, program director, and Melvin Myer, of the sales staff of WFLA, Tampa, Fla., are the fathers of boys born late in May.

CARL E. BUSART, formerly of KCRJ, Jerome, Ariz., has joined the engineering staff of WIRE, Indianapolis.

JACK FRANCIS PAYNE, formerly of WTMJ, Milwaukee has joined the continuity staff of WBBM, Chicago.

## AFM Convention

(*Continued from page 16*)

musicians. At the present time the Federation has enough law to protect local men in local radio engagements without putting any excessive tax on traveling musicians, unless we merely do it for the purpose of enriching the treasuries of locals or that of the Federation, which is unjust; therefore, the law should be abrogated or at least greatly modified.

"If a traveling band happens to play in the jurisdiction of a local, and during their stay also plays a radio engagement, for which they contracted before they entered the jurisdiction, which contract generally covers many weeks, and which was not and generally could not be taken in competition with local members, no reason exists why they should be unduly taxed. They displace no local men during their engagement, which was not taken in competition with local members, and is generally played for sponsors who especially selected them for this purpose.

"As the expected development of the conditions which led to the enactment of the law at least do no longer exist, the maintenance of the 50% tax is held by members to be highly arbitrary and not without cause and I hope that the convention will correct same. A 10% surcharge on the engagement as is charged by other traveling members, would be fair and consistent."

### Fees for Discs

Abrogation of the 50% surcharge on engagements of traveling bands would reduce costs of transcription companies as well as those of the networks, for in certain cities, at least, the AFM locals have recently begun adding the 50% to transcriptions as well as live broadcasts [BROADCASTING, April 15].

Referring to transcriptions, Mr. Weber included in his report the changes established by the union's executive board combining library and commercial recordings under a single scale [BROADCASTING, Feb. 15]. This ruling instituted a wage of $18 per man for "each 15 minutes or less of recorded music, to be on one side of a disc, with or without commercial continuity or announcements, the rehearsing and recording of which does not exceed one hour."

For recordings by symphony orchestras, the board stipulated a wage of $28 for "two hours recording, not to exceed 40 minutes playing time in each hour," with a rate of $7 for each additional half-hour. Mr. Weber suggested that the latter section be changed to specify that playing time must not exceed 20 minutes of the total half-hour.

Speaking on the law pending in Congress to protect musicians against having their music "stolen" from the air, Mr. Weber said that "we have run into difficulties as the law provides, in effect, that no record could be made of any music transmitted through the air unless the consent of the person whose musical or other renditions are transmitted has first been secured. This means if parades or like functions or public speeches, to which music may be only incidental, is recorded, that then the consent of each individual musician playing would have to be secured before such recordings could be made.

"It is held that this would be going entirely too far and therefore the law should be amended so as to restrict it to functions which are entirely musical or in which music is not incidental. Such an amendment is now taken under advice and in due time will be submitted to Congress." Adding that he hoped a law can be passed to protect musicians without the objectionable features, he stated that "it is, of course, understood that a law will never be enacted which would prohibit the recording of music for home or non-profit use."

### Settlement Plan

Outlining the history and growth of the AFM, Mr. Weber stated that "we musicians have been singularly successful in some respects at least, more so than other labor organizations. We have in the past insisted upon the employment of a certain number of men. In other cases we were even successful in having an employer agree to the amount of money he would expend for musicians during a certain time. No other union was ever successful in having the employer agree to the sum to be expended for the employment of its members. However, those successes rested on a premise of mutual understanding with the employer and, under present conditions, do so more now than ever before. I make these statements in all candor, because they are facts, and in doing so I perform a duty. I must not mislead, but must state the facts as they are."

This statement is especially interesting in view of the breakdown of the national plan of settlement between the union and the network affiliates last winter, when the broadcasters refused to renew a type of agreement which might have made them liable to Government prosecution under the anti-trust laws, despite threats of a nationwide AFM strike. At the last moment the AFM withheld such action and permitted its locals to sign individual contracts with stations [BROADCASTING, Feb. 1]. A similar plan is expected to be adopted for non-network stations as well, following the termination of their national plan of settlement with the AFM in the fall.

## Describes Himself

AL DAVIS, announcer of KGVO, Missoula, Mont., in mid-May took two steady steps toward a legal career, receiving his law degree from Montana State U and passing the State bar examination. As though this was not enough, Davis also had the unique experience of broadcasting his own graduation ceremonies, which were carried in their entirety by the station.

## May Restore Fund

REOPENING the door closed by the House in late May, the Senate has moved toward allowing use of Federal relief funds for Government radio activities, definitely prohibited in the relief appropriation bill passed by the House [BROADCASTING, June 1]. On June 12 the Senate agreed to a provision in the relief bill prohibiting the use of relief money to purchase "broadcasting time". The House bill banned use of such funds for "broadcasting", and addition of the word "time" is believed to allow continuation of the work of the radio division of the Office of Education, since the division spends its funds only on program production and research and none in buying time.

LEVER BROS., Cambridge (Lifebuoy soap) on July 10 will start a weekly serial on CBS, Wednesdays, 7:30-8 p.m. Title of the first episode will be *Meet Mr. Meek*, with titles changing from week to week. Agency is William Esty & Co., New York.

# Agencies Consider AFRA Disc Plan

### Discuss Proposed Code With Transcription Executives

THREE representatives of the transcription manufacturers and three advertising agency executives, comprising a six-member committee which will meet with the American Federation of Radio Artists in an attempt to negotiate a contract covering the employment of talent on recorded programs, discussed the situation created by the submission of AFRA's proposed trancription code [BROADCASTING, June 1] in two all-day meetings held June 11-12 in the NBC board room in New York.

Charles Gaines, secretary, World Broadcasting System, and chairman of the transcription committee, said that a meeting with AFRA officials would probably take place within the next week or ten days, but that no date had been set. While declining to reveal the course of the committee discussion, he intimated that further consultations would be held by the committee members before they met the union.

Other transcription members of the transcription bargaining committee are John H. MacDonald, business manager of NBC's radio recording division, and C. M. Finney, president of Associated Music Publishers. Agency group includes Leonard T. Bush, vice-president, Compton Adv. Inc., chairman; L. D. Milligan, vice-president, Blackett-Sample-Hummert, and William Spire, radio producer, McCann-Erickson.

## FCC Hearing Awarded In Transfer of WPAY

FURTHER test of the newspaper ownership issue appeared on the horizon June 12 when the FCC granted a hearing on the proposal of Brush-Moore Newspapers Inc., publishers of the *Portsmouth Times* and other Ohio newspapers, to acquire for $20,000 50% of the stock of WPAY, Portsmouth local, and thus become the sole owner. The hearing, for which no date had been set as BROADCASTING went to press, resulted after the full Commission on June 6 had heard oral arguments by Horace L. Lohnes, counsel for both Brush-Moore and Chester A. Thompson, Cleveland financier seeking to sell his half interest in the station [BROADCASTING, June 1]. The June 12 hearing order set aside the original order denying the stock transfer and granted a hearing set on seven issues.

In his 75-minute oral argument, which was interrupted frequently by Commissioners' queries, Mr. Lohnes pointed out that since April 13 the FCC had granted six applications to the only newspapers in certain cities. Chairman Fly pointed out that in these cases there was no alternative but to grant or not grant, since the newspaper concerns were the only applicants in each case. However, in the WPAY case there are two alternatives, he continued, either full ownership by the newspaper or continued dual ownership.

Mr. Lohnes countered by pointing out that Mr. Thompson had indicated he definitely meant to sell his WPAY interest, if not to Brush-Moore then to someone else.

## BMI To Expand

(*Continued from page 17*)

able music will be available to the broadcasters before the end of 1940.

"There seems to be no likelihood that the networks will perform any ASCAP music after the end of the year and the elimination of this music will not be as difficult a matter as might be imagined. You will remember that during the first six months of 1936, 40% of the ASCAP catalog was dropped from the air by most broadcasting stations and by all networks without any decrease of listener interest or loss of advertisers of a single account."

### Disc Firms Cooperate

Cooperation of the manufacturers of transcriptions with BMI is shown by a list of recordings of the first BMI music which reveals that NBC *Thesaurus* has issued six BMI tunes; Standard Radio, five; World, four; Associated Music Publishers, three, and Langlois-Wentworth, three.

In Hollywood, CBS announcers have been ordered to refrain from crediting film or stage musicals from which songs used during broadcasts are taken on all sustaining programs. Ruling is seen as another move on the part of the network to give as little publicity as possible to ASCAP members and their works. Similar restrictions have not been applied in the east by CBS, it was stated.

Another advertiser has followed the example of A & P in making the music of its programs available to BMI. The P. J. Nee Co., furniture retailers of Washington, D. C., sponsors *Dreams Come True* programs featuring original compositions submitted by listeners on WRC, Washington. An agreement has been made by the sponsor with BMI under which all number played on the programs are offered to BMI for publication.

BMI has announced the shipment of the following numbers to its subscriber stations, now totaling 294: "I Look at You," "Do Watcha Wanna Do", "Don't the Moon Look Pretty", "Practice Makes Perfect", "Unless My Heart Deceives Me", "There I Go", "Montevideo".

Latest information from ASCAP on the status of the new radio licensing agreements is that the Society's attorneys are now engaged in giving the forms a final going over and that they should be ready for mailing to stations sometime within the next week.

### KRKO May Lose License

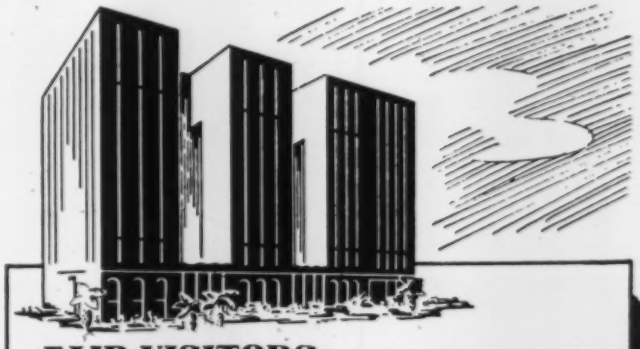
THE ONLY 50-watt broadcasting station in the country, KRKO, Everett, Wash., stands to lose its license by reason of proposed findings of fact and conclusions issued by the FCC June 13 which charge that the licensee, Lee E. Mudgett, has been "dominated and directed by various persons who have provided funds in substantial amounts for the original acquisition of the station in 1934 and for its subsequent maintenance and operation." Holding that this outside influence was contrary to the "letter and spirit" of license holding, the Commission gave Mr. Mudgett 20 days in which to file exceptions. Otherwise, the deletion order will be entered as a matter of routine. In the same proposals, the Commission recommended dismissal of KRKO's application for fulltime. It now shares 1370 kc. with KEEN, Seattle, whose call recently was changed to KEVR.


GRADUATION TIME

Carpenters, bricklayers, steel workers, electricians, plumbers, steamfitters, tons of fill, miles of copper wire, yards of concrete, loads of sand and gravel, tons of re-inforcement steel, lifting cranes, piledrivers, 75,000 bricks, tons of mortar, tower steel, insulators, bolts, aviation beacons . . . like a swarm of bees around a hive . . . all preparing WMEX for graduation exercises—oh, we almost forgot to tell you—include in the above list, an RCA Five Kilowatt Transmitter! Will be ready soon.

STATION WMEX

BOSTON, MASSACHUSETTS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MANAGEMENT DAN E. LONDON

UNION SQUARE

SAN FRANCISCO

## Milk Bureau's Radio

NEW YORK STATE Milk Publicity Bureau, which recently reappointed J. M. Mathes, New York, to handle its $300,000 advertising appropriation, will start the radio portion of its campaign the week in September after Daylgiht Saving Time ends, using 26-week participation in home economics programs on 17 stations, the list used last year.

## Olsen Controls KGY

LOUIS WASMER, operator of KHQ and KGA, Spokane, on June 11 was authorized by the FCC to sell his 52½ shares in KGY Inc., operating KGY, Olympia, to Tom Olsen, manager of the station. The consideration was $9,291. Mr. Olsen already owns 75 shares, so that the deal gives him control. Archie Taft, operator of KOL, Seattle, in which Mr. Wasmer is also interested, holds an additional 52½ shares in KGY, which he is retaining.

BARTLEY T. SIMS, manager of KWGB, Globe, Ariz., became sole owner of that station June 11 when the FCC authorized its transfer to him. Interests in the station formerly were held by the Rev. William J. Sims, his father, superintendent of the Methodist Hospital, Tucson, and John W. Sims, his brother, a Phoenix printer.

## Religious Campaign

NATIONAL COMMITTEE for Religious Recovery, which on May 8 started a spot announcement campaign urging listeners to go to church on WINS, New York, has added the following stations to the campaign since that date, the majority carrying the announcements thrice weekly, usually on Saturday evenings: WHN, WNEW and WMCA, New York; WBBC, Brooklyn; WHOM, Jersey City; KFRU, Columbia, Mo.; WCSH, Portland, Me.; WLNH, Laconia, N. H.; WESX, Salem, Mass.; WGRC, Louisville; WHBF, Rock Island, Ill.; WIBW, Topeka; KTFI, Twin Falls, Idaho; KSOO and KELO, Sioux Falls, S. D.; WJMC, Rice Lake, Wis.; WIRE, Indianapolis.

CHRYSLER MOTORS, Detroit (Dodge Division) scheduled 10 one-minute announcements on WLS, Chicago, June 10-22. Ruthrauff & Ryan, New York, placed the business.

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STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

**A. EARL CULLUM, JR.**
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ANY HOUR—ANY DAY
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*Appraisal* *Financing*
*Smith Davis* *Chester A. Thompson*

# CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

### Help Wanted

**Combination Announcer - Engineer.** Send references, experience and salary in first letter. Transcription if available. WMOG, Brunswick, Georgia.

**Have opening** for licensed operator who is capable of maintaining equipment and copying Transradio press. Box A841, BROADCASTING.

**Commercial Manager** for local station. A-1 references, proven record, send recent photograph and complete details. Box A846, BROADCASTING.

**Employees**—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors. Box 864. Denver, Colo.

**Four Salesmen**—two for regional and two for local stations. Must be men with proven records, A-1 references and ability to sell. Give complete details in first letter with recent photograph. Box A845, BROADCASTING.

**ANNOUNCER**—Position available immediately for man not over approximately 30 years of age. Eastern City of 100,000 population. Write in detail Box A838, BROADCASTING, stating experience, salary expected, etc.

**Announcer at once**—Good commercial delivery essential. Write all details including availability, voice recording and salary. First-class license required. Strictly program position. No mechanical work. Box A849, BROADCASTING.

**All Radio Personnel**—Confidential promotion to high salaried positions $2,500 to $25,000. Your identity, position protected. Personal Promotion Service, 3 Crandall, Binghampton, N. Y.

**Excellent opening** for Commercial Manager. Location—Southern Texas, 150 miles from nearest U. S. A. radio station. Approximately 100,000 people in immediate service area. Present local billing satisfactory but worlds of room for development. 250 watt, unlimited time. Only experienced person of proven quality, with satisfactory recommendations, need apply. Drifters, rocking chair executives save your stationery. Box A844, BROADCASTING.

### Situations Wanted

**Production Manager** — Exceptional background best stations. Experienced Announcer, Continuity Chief, Artists Bureau Manager, Program Director. Sparkling showmanship. Box A848, BROADCASTING.

### Situations Wanted (Continued)

**Sales Manager**—Top flight promotion, merchandising, marketing experience. Real executive ability. Money making ideas. Box A847, BROADCASTING.

**Producer-Announcer**—Six years with network affiliates. Desire production position with progressive station. Licensed operator. Employed. Box A840, BROADCASTING.

**Station Manager**—Familiar with every phase of the business with emphasis on Sales and Programs. Have built and managed two stations. Business go getter. Excellent references. Available July 15. Box A843, BROADCASTING.

**Continuity, production,** sales production, ideas. Five years exceptional radio experience. Write, produce selling copy, all types programs. Past three years at outstanding Midwest regional. Best references. Box A842, BROADCASTING.

**Program Director**—Desires change Sept. 1st. West Coast preferred. 5 years 50 kw and network experience production, continuity & programming. 28 years old—married—two children. References, photo, etc. on request. Box A839, BROADCASTING.

**Chief Engineer**—May I have the opportunity to present my qualifications. Exceptional experience. If you need a Chief Engineer it will pay you to investigate. Box A837, BROADCASTING.

**PRODUCTION MAN—fourteen years' experience, production, programming promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A836, "Broadcasting".**

**RADIO PUBLICITY MAN**—Extensive network experience; metropolitan newspaper, magazine, syndicate training; specialized knowledge of all media for publicity, public relations, and promotion. Available as publicity director of radio station or commercial organization; excellent references. Box A834, BROADCASTING.

**Employers**—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864. Denver, Colo.

### Wanted to Buy

**1937 Model** Universal microphone transcription recorder for cash. Box A835, BROADCASTING.

# New Circuit Aids Foreign Reception

### Philco Process Is Exhibited; Photoelectric Phonograph

TWO MAJOR improvements in sound reproduction were announced at the Philco dealers and distributors convention June 10-12, at the Edgewater Beach Hotel, Chicago, by engineers of the Philco Radio & Television Corp., Philadelphia. One is a new type of circuit to improve foreign shortwave reception on the 9-12 mc. band by reaching into the stratosphere to bring down to earth reception with concentrated intensity; the other is a photo-electric phonograph.

The former, according to David Grimes, chief engineer of Philco, is made posible through three major inventions developed during the past year.

"By concentrating on the 9-12 mc. band," he explained, "it became possible to peak the performance of the new circuits on its stations and to separate them four times farther apart. This coupled with other improvements results in greater selectivity, the ease of tuning and an overseas shortwave signal 500% stronger than has been possible on some radio receivers.

"An important factor is the perfection of the Double 'X' type of converter type which reduces tube noise right at the source. By simplifying the tube construction noise has been reduced 5 to 1 and cross talk by 20 to 1 while increasing selectivity by more than 2 to 1."

#### Improved Sensitivity

The new Double X type of converter tube made possible another important factor for opening up the horizon in overseas radio reception, Mr. Grimes explained.

"This tube enabled our engineers to perfect the circuits with the same super-sensitivity we now enjoy in domestic broadcast reception. The new circuit has been the goal of radio engineers as 'the ideal' but this is the first time that it has been practically applied.

"Still another factor which makes all this possible is the built-in American and overseas aerial system which employs long distance telephone wire, four times thicker than ordinary aerial wire, and has six times greater area and consequently better pickup.

In the photo-electric phonograph, a sapphire floating jewel glides in the grooves of records, instead of a rigid needle. Thus, he explained, the record groove does not do the work but operates as a control. The photo-electric phonograph employs mechanical vibration as the jewel pulses in the grooves of the record; light vibrations are brought into play when reflections of a light beam shining on a paper-thin mirror play on the photo-electric cell; electrical vibrations generated by the photo-electric cell are transmitted to, and operate, the loudspeaker.

# Lathrop, Levitan Given KSTP, MRN Positions

ENLARGEMENT of the sales promotion and merchandising departments of KSTP, St. Paul, and the Minnesota Radio Network has been announced by Ray C. Jenkins, sales manager of KSTP, with the appointment of two junior executives to his staff. Tom H. Lathrop was named sales manager for the regional network, while Sam Levitan was appointed sales promotion manager for the key station. Duties of both posts were previously carried out by Jenkins, who will direct the activities of the new appointees.

Mr. Lathrop

Mr. Lathrop, who will work with the individual MRN stations in merchandising campaigns as well as handle all sales for the network, comes from WJDX, Jackson, Miss., where he was station manager. Previously he had been an account executive with Lynch & Wilson and Homer McKee, Indianapolis agencies, and radio director for Montgomery Ward & Co. in Chicago for two years. He has managed a number of Southern and Southwestern stations in addition to WJDX. Levitan was formerly with KDAL, Duluth.

#### Ban on WPA Satire

MAJOR networks have banned a song titled "WPA" which refers in satirical fashion to allegedly slumbering proclivities of WPA workers, citing bad taste as reason for their action.

### Pure Oil's Special Spots

PURE OIL Co., Chicago, on May 26 started a four-week schedule of twice-weekly spot announcements on 33 of the stations carrying its thrice-weekly H. V. Kaltenborn broadcasts on NBC-Red. Purpose of the announcements is to call attention to the quarter-hour programs. Stations being used are KFYR KPRC KSTP KYW WALA WAPO WBLK WBRC WBRE WCOA WDAY WEBC WFBC WGKV WIBA WIOD WIS WISE WJAX WJDX WLAK WMBG WMC WOLS WPTF WROL WSAV WSB WSM WSOC WSUN WTAR WTMA. Leo Burnett Co., Chicago, is the agency.

# *FARNSWORTH SHOWS VIDEO, FM SETS*

FARNSWORTH Television & Radio Corp.'s new radio line of 45 units, led by combinations offering frequency modulation and home recording, was presented in Chicago June 3 to more than 300 distributors' representatives attending its annual sales conference. Farnsworth also exhibited typical examples of its line of television sight and sound receivers, which also contain the standard broadcast band. FM is supplied at present in a 10-tube console which also is equipped with three wave bands of amplitude modulation for regular broadcasting.

The direct viewing television sets displayed develop pictures 7½ x 10 inches and 5¼ x 7¼ inches, respectively, and are the first units designed specifically for home use that Farnsworth has released. Five television channels are provided in these receivers, housed in console cabinets. Television tuning is accomplished by five pushbuttons, each of which brings in a separate channel, complete with picture and accompanying high-fidelity, amplitude-modulated sound. Two synchronizing controls, with knobs, are provided to permit the observer to synchronize his receiver on those broadcasters who do not adhere to RMA standard television signals. The direction of adjustment is indicated for various numbers of lines and frames per second. It was announced that the company plans to start commercial production of television receivers in September.

#### May Omit Commercial

BRISTOL-MYERS Co., New York, which sponsors thrice weekly Transradio news on WOR, Newark, has instructed Mark Hawley, newscaster, to omit his first commercial whenever the news is of such importance as to warrant such action. Since this rule has been in effect, Mr. Hawley has omitted the commercial three times, starting instead with the statement: "Ladies and gentlemen, at this point in the program it is the usual custom to tell you some of the virtues of Sal Hepatica, famous mineral salt laxative. But the present world news is so vitally important our sponsors believe you will appreciate their stepping aside in favor of news bulletins. So we continue with our news . . ."

A MYSTERY story about Germany's Lord Haw Haw, renegade Britisher who broadcasts Nazi propaganda from Berlin and who was given the soubriquet by a London journalist, is scheduled for publication shortly by Random House, New York. Book's title will be *The Death of Lord Haw Haw* and author used the pseudonym Brett Rutledge.


MAPS

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5000 w. day • 1000 w. night
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WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!
The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

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Telephone - Cortland 7-2816

# ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

## MAY 31 TO JUNE 13, INCLUSIVE

## Decisions . . .

**MAY 31**

MISCELLANEOUS — Anthracite Bcstg. Co., Scranton, granted postponement hearing to 7-2-40; Kaw Valley Bcstg. Co., Topeka, granted continuance hearing to 7-2-40; KVI, Tacoma, Wash., denied rehearing re KIRO grant of power increase

**JUNE 1**

WSUI, Iowa City, granted license increase power, etc.

WDAE, Tampa, Fla.—Granted license increase power etc.

WSVA, Harrisonburg, Va. — Granted mod. CP re antenna, trans.

WHLD, Niagara Falls—Granted license new station 1260 kc 1 kw D.

**JUNE 4**

WTSP, St. Petersburg, Fla. — Granted auth. transfer control to Nelson P. Poynter.

NEW, Western Radio Corp., The Dalles, Ore.—Granted CP 1200 kc 100-250 w unl.

WSYR-WSYU, Syracuse—Granted auth. transfer control to H. C. Wilder.

WJTN, Jamestown, N. Y.—Granted auth. transfer control to Jay E. Mason.

WSPB, Sarasota, Fla.—Granted mod. license N to 250 w.

KUIN, Grants Pass, Ore.—Granted CP increase to 250 w unl.

WFAS, White Plains, N. Y.—Granted CP new trans., increase to 250 w.

KYUM, Yuma, Ariz.—Granted mod. license to 250 w unl.

WTHT, Hartford—Granted mod. CP increase N to 250 w.

NEW, W. Va. Radio Corp., Morgantown —Granted CP 1200 kc 250 w unl.

SET FOR HEARING—Glover Weiss Co., Jacksonville, Fla., applic. CP new station 1440 kc 250 w unl.

MISCELLANEOUS — Grand Rapids Bcstg. Corp., Grand Rapids, Mich., granted without hearing applic. 1200 kc 250 w unl., on reconsideration; KSFO, San Francisco, denied change in present assignment, subject to final action on conflicting applications, so as to operate 740 kc 50 kw unl. directional; Radio Corp. of Orlando, Fla., dismissed petition for reconsideration and request for joint hearing with Hazlewood Inc., Orlando; KOAC, Corvallis, Ore., dismissed rehearing petition and request for special relief re KOY; Broadcasting Corp. of America, Riverside, Cal., denied grant without hearing of applic. new station, hearing notice amended from Howard T. Sampson whose application was withdrawn without prejudice; WDBO, Orlando, Fla., denied rehearing applic. Hazlewood Inc.; Section 3.71 of Rules & Regulations of Standard Broadcast Stations amended to clarify section regarding beginning of broadcast day; WOCB, Hyannis, Mass., granted mod. CP re trans.; WINN, Louisville, granted mod. CP re new trans.; WPRO, Providence, granted license increase to 5 kw N & D; KMBC, Kansas City, granted license increase power to 5 kw unl. etc.

**JUNE 5**

NEW, Nevada Bcstg. Co., Las Vegas; NEW, Las Vegas Bcstg. Co., Las Vegas—Nevada Bcstg. Co. granted CP 1370 kc 100-250 w unl.; Las Vegas Bcstg. Co. granted CP 1420 kc 100-250 w unl.

**JUNE 7**

WARM, Scranton—Granted mod. CP new station re new trans.

WFDF, Flint, Mich.—Granted amendment applic. CP to 880 kc 1 kw unl., to modify antenna.

NEW, Oscar Kronenberg, Steubenville, O.—Granted dismissal without prejudice applic. 1310 kc 250 w unl.

WCOL, Columbus—Granted license change to 1200 kc 250 w.

**JUNE 11**

KGY, Olympia, Wash.—Granted consent transfer control to Tom Olsen.

KWJB, Globe, Ariz.—Granted consent voluntary assignment license to Bartley T. Sims d b Sims Bcstg. Co.; granted license renewal.

KTBC, Austin, Tex.—Granted extension license temporarily.

W6XKG, W6XRE, Los Angeles—W6XKG license renewed; W6XRE renewed for 350 mc 500 w. and denied for 42.3 mc and 116.95 mc.

Standard broadcast station licenses expiring Aug. 1 extended two months to Oct. 1 pending completion of Havana treaty allocations.

MISCELLANEOUS—WHKC, Columbus, denied temp. auth. operate unl. time during political conventions; NEW, Arlington Bcstg. Corp., Arlington, Va., denied as in default applic. CP 1420 kc 250 w unl.

SET FOR HEARING — NEW, N. J. Bcstg. Co., Paterson, N. J., CP 900 kc 1 kw D; KRLC, Lewiston, Idaho, mod. license to 1370 kc, contingent KUJ; KUJ, Walla Walla, Wash., CP change to 1390 kc 1 kw, contingent KRLC; KYOS, Merced, Cal., CP change 1040 to 1390 kc, increase to 500 w 1 kw unl., to be combined with two applications from Riverside, Cal.

**JUNE 13**

KRKO, Everett, Wash. — Proposed denial of license renewal 1370 kc 50 w, time sharing.

## Applications . . .

**JUNE 3**

WOR, Newark — Extension exp. auth. facsimile.

KBST, Big Spring, Tex.—Auth. transfer control to Howard Barrett, Bonnie Davis, Houston Harte, M. B. Hanks.

WORD, Spartanburg, S. C.—Mod. CP increase to 250 w N & D; KFBI, Wichita, Mod. CP increase power etc., amended to 1 kw 5 kw D.

KDTH, Dubuque, Ia.—Mod. CP new station re trans., antenna.

KGGF, Coffeyville, Kan.—CP increase to 5 kw directional N, move trans.

KFUO, Clayton, Mo.—CP new trans., radiator, increase to 1 kw 5 kw D Class II.

WHBU, Anderson, Ind.—License new trans.

KGEI, San Francisco—CP increase to 50 kw.

NEW, Board of Education, San Francisco—CP 42.1 kc 1 kw FM.

**JUNE 5**

NEW, Finlay Radio Co., Findlay, O.—CP 1500 kc 250 w D.

NEW, Blanfox Radio Co., Harlan, Ky.—CP 1420 kc 250 w unl.

WOOD, Grand Rapids—CP increase to 5 kw unl. new trans., directional N Class III-A, amended to omit request for change in hours.

NEW, Crosley Corp., Cincinnati—CP 50-56 mc 1 kw Class II. Television.

KRLD, Dallas—Mod. license to directional N.

WIBC, Indianapolis—CP change to 1 kw unl. directional, move trans., Class II.

NEW, R. B. Eaton, Des Moines—CP 44-50 mc 100 w Class II television.

NEW, Balaban & Katz Corp., Chicago—CP 66-72 mc 1 kw Class II television.

KVAN, Vancouver—Mod. license to 500 w.

NEW, Leroy's Jewelers, Los Angeles—CP 72 mc 1 kw Class II television.

NEW, Television Productions, Los Angeles—CP 66-72 mc 1 kw Class II television.

**JUNE 7**

WMOG, Brunswick, Ga.—License new station.

WKY, Oklahoma City—Mod. license to 5 kw N & D.

WCOS, Columbia, S. C.—Mod. license to 1400 kc.

NEW, KNOE Inc., Monroe, La.—CP 1420 kc 250 w unl. Class IV.

KROD, El Paso—License new station.

NEW, West Publishers, Corpus Christi, Tex.—CP 590 kc 500 w-1 kw unl. Class III-B.

**JUNE 8**

WLWO, Mason, O.—Exp. auth. international station 1 kw 6080 kc, identification purposes only.

NEW, Twin States Bcstg. Co., Augusta, Ga.—CP 1210 kc 250 w unl.

**JUNE 12**

WSGN, Birmingham — License increase power.

KMA, Shenandoah, Ia.—CP increase to 5 kw N & D, amended by filing in new name and asking Class III-A.

KFRC, San Francisco—License increase power.

KVOE, Santa Ana, Cal.—CP increase to 250 w, new equip.

**JUNE 13**

NEW, CBS, New York—CP high-freq. international station 50 kw.

WCBX, Brentwood, N. Y.—CP increase to 50 kw, move trans.

WFDF, Flint, Mich.—CP new trans., directional N, increase to 1 kw, change to 880 kc., amended re antenna.

KFUO, Clayton, Mo.—CP new trans., radiator, increase to 1-5 kw, amended to 5 kw N & D.

## RCA Parts Show

EXECUTIVES of RCA Mfg. Co., headed by G. K. Throckmorton, president, met June 10 in Chicago to present before 200 parts wholesalers a comprehensive program for the distribution of RCA products. Announcements of an RCA franchise plan for a selected number of parts distributors was made at the convention, and Henry C. Bonfig, RCA Mfg. Co. commercial vice-president, outlined the scope of RCA's operations and how this activity is benefiting all RCA products. A display of all RCA test equipment, tubes, parts, amateur television system and associated apparatus was held at the Blackstone Hotel, concurrently with the running of the parts show.

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BRIG. GEN. BRICE P. DISQUE, of New York, has been signed as a war news analyst by WLW, Cincinnati. Gen. Disque, who served in the U. S. Army from 1899 to 1919, on June 7 started a regular schedule of twice-weekly programs. He is the second war expert to be appointed to the WLW staff. William H. Hessler, foreign editor of the *Cincinnati Enquirer*, began a series of commentaries in May.

BILLING themselves as "The World's Worst Softball Team", the WCKY aggregation shown above refused to face the camera saying: "We'd rather be shot at 20 paces than have to show our faces". In the two games to date the scores were: Nu-Tone Chimes 9—WCKY 0; *Cincinnati Post* 27—WCKY 7. Members of the "WCKY Blunderers" are announcers, engineers, salesmen and executives. They have taken for their slogan "'Tis better to Air than to Err".

## International Stations Stepping Up Power to Meet FCC Requirement

WITH the deadline only a fortnight away, operators of all but three international shortwave stations have proceeded to step up their transmitters to the required minimum 50 kw. power, according to FCC records. Applications have been coming in steadily since early June, which, with other stations that already have satisfied the power requirements or hold construction permits that will enable them to do so, indicate that present operators will continue with operation at 50 kw. or more. Although the FCC order stipulates actual 50 kw. operation by July 1, it is believed bona fide application and intent for increase to 50 kw. will satisfy the requirement as of that date.

Of 13 international outlets listed by the FCC in January, two presently operate at 50 kw. or more—Crosley Corp.'s WLWO, Cincinnati, and G5's WGEO, Schenectady; two hold CP's satisfying the power requirement — Westinghouse WPIT, moved to Hull, Mass., and World-Wide Broadcasting Corp.'s WRUL, Scituate, Mass.; two have had applications pending for some time—GE's KGEI, San Francisco, and WGEA, Schenectady; three have filed applications since June 1—CBS's WCBX, near Wayne, N. J.; NBC's WNBI and WRCA, Bound Brook, N. J.; one has relinquished its license—Isle of Dreams Broadcasting Corp., WDJM, Mimi; three had not filed applications as BROADCASTING went to press—WCAU Bcstg. Co., WCAB, Newtown Square, Pa.; Westinghouse's WBOS, Millis, Mass., and World-Wide's WRUW, Scituate, Mass.

Applications received for new stations include one filed by CBS early in May for a new 50 kw. shortwave station operating on 6060, 9590, 11830, 15270, 17830, 21520 kc., sharing with WCAB, WCBX and WLWO. Another was filed several weeks ago by God's Bible School & College, Cincinnati, for 60 kw. on 11710 and 21160 gc.

## Flood Service Marks Hawaii Station's Debut

KTOH, new Lihue, Hawaii, station on the Island of Kauai, got a chance to prove its community worth spectacularly just five days after it took the air the first time May 8. The east side of the island was devastated by floods resulting from one of the heaviest rainstorms in history. KTOH broadcast flood warnings that are reported to have saved several lives through giving inhabitants warning to move to safety.

Charles J. Fern is general manager of KTOH and publisher of the *Garden Island Republican*. The 250-watt station operates on 1500 kc. Other station officials are Deane Stewart, manager; Robert Glenn, chief engineer; William C. Parsons, program director; Clarence Ashman, production manager.

# Network Accounts

All time EDST unless otherwise indicated.

### New Business

GROVE LABORATORIES, Elkhart, Ind. (Bromo-Quinine), on Sept. 29 resumes *The Adventures of Sherlock Holmes* on 45 NBC-Blue stations, Sun., 8:30-9 p. m. (EST) with rebroadcast on 8 NBC Pacific Red stations, 12:30-1 a. m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

GEO. A. HORMEL Co., Minneapolis (Spam and meat products), on July 1 starts *George Burns & Gracie Allen* on 60 NBC-Red and Blue stations, Mon., 7:30-8 p.m. (repeat, 10:30-11 p.m.). Agency: BBDO, Minneapolis.

SUNNYVALE PACKING Co., San Francisco (Rancho soups), on June 24 starts for 52 weeks *Bess Bye* on 30 Pacific Coast Don Lee network stations, Mon., Wed., Fri., 8:40-8:45 a.m. (PST). Agency: Lord & Thomas, San Francisco.

### Renewal Accounts

BAYUK CIGARS, Philadelphia (Phillies), on July 1 for 52 weeks renews *Inside of Sports* on 28 MBS stations, Tues., Thurs., Sat., 7:45-8 p. m. for majority of stations (7:30-7:45 p. m. in New England). Agency: Ivey & Ellington, Philadelphia.

GORDON BAKING Co., Long Island City, N. Y. (Silvercup bread), on June 4 renewed *One of the Finest* on 3 NBC-Blue stations, Mon. and Thurs., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on June 9 renewed for 13 weeks *The Moylan Sisters* on 8 NBC-Blue stations, Sun., 11:45 a. m.-12 noon. Agency: Clements Co., Philadelphia.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on July 3 for 13 weeks renews *Kay Kyser's College of Musical Knowledge* on 108 NBC-Red stations, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

HAAS BROS., San Francisco (wholesale grocers), renews until Aug. 6 *Prize Basket*, on 9 Mutual Don-Lee stations in California, Tues., 10:15-10:45 a. m. (PST). Agency: J. H. Diamond Adv., San Francisco.

RICHARDSON & ROBBINS, Dover, Del. (boneless chicken), on July 3 renews for 52 weeks *The Revelers* on 5 NBC Red and Blue stations, Wed. & Fri., 7:30-7:45 p.m. Agency: Chas. W. Hoyt Co., N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), on July 4 renews for 13 weeks *Vox Pop* on 50 CBS stations, Thurs., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.


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## 19 NBC PROGRAMS RENEWED BY P & G

PROCTER & GAMBLE Co., Cincinnati, on July 1 renews 19 programs on NBC, totaling 22½ hours weekly, and varying from seven to 66 stations, for a 52-week period.

Serial programs renewed on NBC-Red, all Monday through Friday, include: *The Man I Married* (Oxydol), 10-10:15 a. m.; *Houseboat Hannah* (Lava soap), 10:15-10:30 a. m.; *Midstream* (Teel), 10:15-10:30 a. m.; *Road of Life* (Chipso), 11:15-11:30 a. m.; *Against the Storm* (Ivory soap), 11:30-11:45 a. m.; *Guiding Light* (White Naptha soap,, 11:45 a. m.-12 noon; *Woman in White* (Camay), 12 noon-12:15 p. m.; *The O'Neills* (Ivory soap), 12:15-12:30 p. m. and repeat at 5:45-6 p. m.; *Story of Mary Marlin* (Ivory flakes), 3-3:15 p. m.; *Ma Perkins* (Oxydol), 3:15-3:30 p. m.; *Pepper Young's Family* (Camay), 3:30-3:45 p. m.; *Vic & Sade* (Crisco), 3:45-4 p. m.; *Life Can Be Beautiful* (Ivory Snow), 5:15-5:30 p. m., and *Kitty Keene* (Dreft), 5:15-5:30 p. m. Also renewed on the Red is the weekly *What's My Name* program (Oxydol), Fridays, 9:30-10 p. m.

One hour of serial programs on NBC-Blue is renewed as follows, Monday through Friday: *Painted Dreams* (Chipso), 10-10:15 a. m.; *Vic & Sade* (Crisco), 10:15-10:30 a. m.; *Story of Mary Marlin* (Ivory flakes), 10:30-10:45 a. m., and *Pepper Young's Family* (Camay), 10:45-11 a. m.

Pedlar & Ryan, New York, handles Chipso and Camay; Blackett-Sample-Hummert, Chicago, handles Dreft, Lava soap, Oxydol; Compton Adv. Co., New York, handles Crisco, Ivory soap, snow and flakes, White Naptha soap and H. W. Kastor & Sons, Chicago, is in charge of Teel.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on July 6 renews for 13 weeks *Bob Crosby's Orchestra* on 81 NBC-Red stations, Sat., 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

CHESEBROUGH MFG. Co., New York (vaseline products), on July 13 renews for 13 weeks *Dr. Christian* on 61 CBS stations, Wed., 8:30-8:55 p.m. (EDST), with repeat 7:30-7:55 p.m. (PST). Agency: McCann-Erickson, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on June 17 renews for 52 weeks *Fred Waring's Pleasure Time* on 42 NBC-Red stations, Mon. thru Fri., 7-7:15 p.m. (repeat, 11-11:15 p.m.). Agency: Newell-Emmett Co., N. Y.

CARNATION MILK Co., Milwaukee, on July 3 renews for 13 weeks *Arthur Godfrey* on 9 MBS stations, Mon., Wed., Fri., 9-9:15 a.m. (four stations, 10-10:15 a.m.). Agency: Erwin, Wasey & Co., N. Y.

### Network Changes

LEVER BROS. Co., Cambridge, Mass. (Rinso), on June 18 replaces *Big Town* with *Uncle Jim's Question Bee* on 61 CBS stations, Tues., 8-8:15 p. m. Agency: Ruthrauff & Ryan, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on June 7 shifted West Coast rebroadcast of *Al Pearce & His Gang* on 99 CBS stations, from Fri., 5-5:30 p. m. (PST), to 6:30-7 p. m. (first broadcast continues 7:30-8 p. m. (EDST). Agency: Wm. Esty & Co., N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on July 8 replaces for nine weeks *True or False* with Drew Pearson and Bob Allen's *Washington Merry-Go-Round* on 35 NBC-Blue stations, Mon., 8:30-9 p.m. (repeat, 11:30 p.m.-12 midnight).

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Aug. 17 shifts *Truth or Consequences* from 5 CBS stations, Sat., 9:45-10:15 p.m. to 33 NBC-Red stations, Sat. 8:30-9 p.m.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on June 28 replaces *Alec Templeton Time* with summer program, as yet unnamed, and shifts program, on 57 NBC-Red stations, from Mon., 9:30-10 p.m., to Fri., 10:30-11 p.m.

## Ramsdell, WOR Settle Contract Recovery Suit

SUIT for $25,874 damages of WOR, Newark, against William Irving Hamilton and Ramsdell Inc. (cosmetics), alleging breach of contract, has been discontinued in New York Federal court following a settlement worked out by the station and the cosmetic firm. The defendants sponsored *The Johnson Family* program on WOR, the contract calling for 39 weeks, starting July 24, 1939. On Oct. 23, cancellation was sought, but the station refused, running the program sustaining to the end of the contract and then filing suit for non-payment. On April 25 the Federal court of the New York District ruled that WOR was entitled to $5,490 of the total amount sought, and full payment unless the defendants could prove that the station could have sold the time to someone else.

## WLBJ Debut June 25

THE new WLBJ, Bowling Green, Ky., will make its debut June 25, according to an announcement June 12 by Col. Rayburn R. Rose, president. The station, owned chiefly by Lee B. Jenkins, tobacco broker and farmer of Kinston, N. C., has been assigned 250 watts on 1310 kc. Jim Turner, station director, announced that the station had contracted for Transradio News.

### Weed Moves in Detroit

WEED & Company, station representative firm, has moved its Detroit office to new and larger quarters in the General Motors Bldg. Charles Adell is Detroit manager.


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**RCA'S GOLF PARTY,** an annual event, is dominated more or less by the profusion of NBC executives attending. Most of the excitement was centered around the 19th hole, haunted by a candid photographer. In first photo, A. L. Ashby, NBC vice-president and general counsel (left) is hoisting one with Niles Trammell, executive vice-president. In second photo, O. H. Hanson, vice-president and chief engineer (right) enjoys a round with Robert M. Morris, development engineer. Third photo shows Frank E. Mullen, RCA public relations vice-president, with a glint in his eyes, doing didoes at the luncheon; at his right is Alfred H. Morton, vice-president in charge of television, at his left William S. Hedges, stations vice-president, and Col. Manton Davis, RCA vice-president and general counsel. End photo is a shot of Clayland T. Morgan, assistant to the NBC president (left) and Roy C. Witmer, Blue sales vice-president, listening in rapt attention as "Doc" Morton, not in this pose, recounts, perhaps, the recent vicissitudes of television. George Fry, NBC, with a 79, won low gross honors, and R. Gilfillan, RCAC, with 86, was runner-up. Col. Manton Davis, tossing with W. Amsler, RCA, to win a tie for low net honors, had 96-26-70. Ray Kelly, NBC, won a prize for "ball nearest pin on drive from stake"; E. C. Anderson, RCA, for greatest number of par holes; J. Huff, RCA, won the time-honored booby prize for the greatest number of strokes, 158.

# Commercial Television Is Seen In the Near Future by Craven

## Engineering Accord Main Obstacle, He Informs Lundeen as Fly Lends Endorsement to Letter

BARRING the possible economic influence of the European war, competitive commercial television will be established throughout this country "at a relatively early date", FCC Commissioner T. A. M. Craven June 5 advised Senator Lundeen, Minnesota Farmer-Laborite.

In a letter bearing the endorsement of FCC Chairman Fly, Commissioner Craven, despite the May 27 action of the FCC consigning television to a new experimental siege [BROADCASTING, June 1], declared he believed in getting television started as a new industry as soon as possible. His letter was in reply to an inquiry by the Senator June 3 as to why he (Craven) had concurred with the majority on the May 27 report, whereas he had previously disagreed with its stand on television. Senator Lundeen asked specifically whether television "is to go forward as a new industry, or is it to be stifled by Government bureaucracy?"

The exchange of correspondence was placed in the *Congressional Record* June 12 by Senator Lundeen without comment. Because of the Senator's absorption in the war situation, it is understood he decided to postpone his remarks on the Craven reply until a later date.

### Conference Seen

Commissioner Craven, in a postscript, declared he had discussed his reply to Senator Lundeen's inquiry with Chairman Fly and that he was informed by the chairman "that we are in close agreement on the broad objective of facilitating progress in television."

Declaring it was his opinion that the Commission intends to encourage actively the promotion of television as a service to the public in homes, he added it was his belief that as soon as engineers can come to an unbiased agreement on best current engineering practices, the Commission will authorize full commercialization. He said that in the near future Chairman Fly would call to Washington leading television engineers on the standards question.

The Commission intends to grant immediately several pending applications for television stations, Commissioner Craven asserted. The Commission will authorize these licensees to transmit television programs while at the same time requiring them to keep their stations abreast of scientific progress.

Commissioner Craven said he saw no logical reason for insisting upon one method in preference to others in television transmission, provided all concerned can agree on something which is intended to stimulate progress.

### Possible Effect of War

"While I regret the Commission's rules will not permit immediate commercialization by experimental television stations designed primarily to broadcast television programs" he stated, "my colleagues prefer another method also designed to achieve progress on the ultimate goal of good television service to the public. I recognize that other methods may possibly achieve the desired goal by a different route. Therefore, under the circumstances, I see no valid reason for dissenting in this respect. I am confident that the Commission will not delay authorizing commercial television by waiting unduly for the unknown inventions of the future."

Summarizing his views, Commissioner Craven said:

"It is my estimate of the situation that, at a relatively early date, there can be established by private enterprise several television stations throughout the nation rendering a competitive commercial television broadcasting service to the public. Each of these stations will be capable of broadcasting programs to the public with transmitters having the best uniform engineering performance possible at this time. Of course, in making this estimate I have to disregard the possible economic influence of the European war. I cannot foretell whether the effect of such economies will stimulate or retard the development of the television industry.

"I believe in getting television started as a new industry as soon as possible. I think it is ready to undertake the initial construction now. I know that you will agree with me that any quibbling on methods or raising the ghosts of the past will not contribute constructively toward the progress which must be made on the long road ahead before television is established as an acceptable service to the public on a nationwide competitive scale. In America we are at a critical point. Unity of action is necessary, not only in Government but also in industry, as well as between the Government and industry. This is no time to insist upon specific methods, provided agreement can be reached on broad principles of constructive action, designed to attain a definite goal."

### Newspaper Comment

Although war news practically shoved all non-related developments from newspaper editorial pages, several daily newspapers took occasion to comment upon—and criticize—the FCC's action on television. The *New York Times* in an editorial June 3, called it "an alarming expression of tyranny and an unwarranted interference with the free development of a great art." For the first time in the industrial development of the country, the *Times* editorially continued, "a Government agency decides whether or not an invention has reached such a stage that it may be offered to the public."

Extension of this principle of Government control would make "free competitive enterprise" impossible in this country, the *Times* stated. The editorial also criticized the Commission's attitude toward the observation of David Sarnoff, RCA president, that "we thrive on obsolescence". Holding that healthy industry development must have obsolescence, the editorial stated that research implies progress and progress implied obsolescence.

The *Washington Post* commented editorially June 4 that the FCC's action clarifies the issue but the problem of obsolescence "cannot be solved by marking time". Without commercialization, it commented, the incentive to spend money on experimentation is weakened, and even after unified standards have been adopted, further progress can be made only by discarding obsolete equipment, it stated.

### Spanish Quirk

CINCINNATI postoffice officials were puzzled for several days with mail coming in from South America addressed to Radio Station BBLBBO. Actually the letters are intended for WLWO, new 50 kw. international shortwave adjunct of WLW, Cincinnati. On the air WLWO's call letters, read in Spanish, sound something like "double-veh ellay double-veh oh", with "W" spoken as a "double-V". Thing is, the Spanish "V" also sounds like a "B". South American listeners not paying close attention evidently think they are hearing "double-B", and address their fan correspondence accordingly.

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AMERICAN Federation of Radio Artists will hold an informal cocktail party and dance at the Hotel Pierre, New York, June 18, proceeds to go to the American Red Cross. Betty Garde, actress, is chairman of the committee.

# THE LOUISVILLE AREA . . .

## *An Important Part of WLW-Land*

**Strangely enough the city of Louisville, while only a little over a hundred miles from Cincinnati, is *not* dominated by the Nation's Station—a fine tribute to broadcasting as it is done in Kentucky's largest city.**

**However, there are many loyal WLW listeners in Louisville. In the rich surrounding trading area the Nation's Station again comes into its own and does a thorough job of covering an audience whose importance is reflected in the fact that most Kentucky wholesalers and retailers consider WLW a vital factor in the movement of merchandise from their warehouses and retail shelves.**

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This remarkable new Tetrode paves the way for new economies of installation and operation in applications calling for high power at ultra-high frequencies. A pair of 827-R's will conservatively handle the output stage of a 1.0 kw television sound transmitter—without tricks or fuss—and without costly installation, thanks to the efficiency of RCA forced-air cooling.

Although primarily designed to provide economical transmitter power for Frequency Modulation and Television, the 827-R is equally efficient for general broadcast requirements—the ideal tube for the station that buys for today with tomorrow's requirements also in mind.

Low-inductance leads minimize feedback and degeneration difficulties. Input capacitance is 20 $\mu\mu$f; output capacitance, 13 $\mu\mu$f; grid-plate capacitance, 0.2 $\mu\mu$f; filament voltage, 7.5 V.; and filament amperes, 25 A. As in other RCA Air-Radiator transmitting tubes, the plate is provided with fins for forced-air cooling. Throughout, construction is exceptionally rugged to meet the rigorous requirements of frequency-modulated transmitters.

Technical Bulletin on the RCA 827-R will be sent on request; write to RCA Commercial Engineering Section, Harrison, N. J.

## Full Ratings up to 25 Megacycles

The RCA-889-R Triode is another RCA Air-Radiator unit that sets new standards of performance. Designed for use as an amplifier, oscillator, or modulator at moderately high frequencies, it is priced considerably lower than a multi-grid tube of the same rating. Short leads within the envelope result in low lead inductance, while the use of two grid leads reduces grid-lead inductance still further. Technical bulletin will be sent on request.

## RCA 889-R TRIODE

| | |
|---|---|
| Plate Voltage | 6000 Volts |
| Plate Input | 6 Kw* |
| Plate Dissipation | 3 Kw* |
| Power Output | 4.0 Kw* |
| Frequency Maximum | 25 Mc |

**Price $375.00**
including radiator

*Class C Telephony Values

RCA *for Performance Plus*

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